BROADCASTING

combined with Broadcast Advertising

Published Semi-Monthly • Vol. 8 No. 1

WASHINGTON, D. C.
JANUARY 1, 1935

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY
DEC 31 1934

WOR extends
Cordial Greetings and
Best Wishes for a
Prosperous 1935!

With the new 50,000 watt transmitter—soon to go on the air—WOR looks forward to the New Year in anticipation of increased opportunities for Service to its listeners and to its advertisers. ● The Ten Times increase in power will bring 3½ Million more people into the WOR Guaranteed Service Area—including the entire city of Philadelphia. WOR will make this vast additional audience FRIENDS of the station and of its advertisers.

KMOX
CBS

KMOX

RINGS IN THE NEW YEAR—

And Hopes to Help You to a Prosperous 1935

—with more morning listeners than any other St. Louis station

—with more afternoon listeners than any other St. Louis station

—with more evening listeners, too, than any other St. Louis station

—with 10 times more power than any other St. Louis station, and:

—with far greater advertising power, as measured by results!

KMOX has more local and network advertisers than any other St. Louis station. For comprehensive audits of audience size and preference, as well as advertising preference, enjoyed by KMOX—for specific KMOX sales—and for complete "spot" broadcasting service—write or call . . . .

RADIO SALES INC.

485 Madison Ave. • New York, N. Y.
410 North Michigan Ave. • Chicago, Illinois

RADIO SALES SUPPLIES A CENTRAL, COMPLETE LOCAL AND "SPOT" BROADCASTING SERVICE FOR THE MAJOR CBS NETWORK STATIONS.

KMOX, 50,000 WATTS—THE VOICE OF ST. LOUIS

"You were right about the mail, Mr. F&S"

MAIL is one of the least important factors in radio these days, but if you're looking for mail returns from your broadcast, we can simplify your search.

Some of our nineteen stations are tremendous "pullers" — some are not. This, as with magazines, is largely a matter of the type of audience reached. But the point is that we KNOW where to get the mail for people who want it.

And, in accordance with our first and most important ideal of service, we'll tell you the honest-to-goodness *facts*— even if we lose the order. Give us a call!

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK
Chrysler Building
Murray Hill 2-3030

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
General Motors Bldg.
Madison 1423

DENVER
Charles Building
Keystone 6028

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
C. of C. Bldg.
Richmond 6184

SEATTLE
Stuart Building
Elliott 6662

WHO DES MOINES	*NBC Basic Red Network*	4,389,108*
WGR-WKBW BUFFALO	*CBS Basic Network*	1,544,828*
WHK CLEVELAND	*CBS Basic Network*	2,069,345*
WAIU COLUMBUS	*Predominant in Central Ohio*	1,433,606*
WOC DAVENPORT	*CBS Basic Supplementary Group*	300,000*
WDAY FARGO	*NBC Northwestern Group*	928,867*
WKZO KALAMAZOO	*The Voice of Southwestern Michigan*	346,406*
KMBC KANSAS CITY	*CBS Basic Network*	1,394,581*
KFAB LINCOLN-OMAHA	*CBS Northwestern Group*	2,522,075*
WAVE LOUISVILLE	*NBC Southcentral Group*	925,717*
WIND GARY—WJJD CHICAGO	*(WIND) CBS Supplementary Group*	5,837,199*
WTCN MINNEAPOLIS-ST. PAUL	*The Twin Cities Newspaper Station*	2,137,792*
KOIL OMAHA-COUNCIL BLUFFS	*NBC Basic Blue Network*	1,363,985*
WMBD PEORIA	*CBS Basic Supplementary Group*	464,352*
CKLW WINDSOR†	*(Detroit Trading Area)* *CBS Basic Network*	4,372,000*
KFWB LOS ANGELES	*Warner Bros. Movie Studios Station*	2,200,000
KOIN-KALE PORTLAND	*CBS Pacific Coast Group*	692,457
KOL SEATTLE	*CBS Pacific Coast Group*	832,156
KVI TACOMA	*CBS Pacific Coast Group*	728,000

*** Population of primary daytime coverage area.** † Represented in Chicago and Middle West Territory only.

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING
and
Broadcast Advertising

Vol. 8. No. 1 WASHINGTON, D. C., JANUARY 1, 1935 $3.00 A YEAR—15c A COPY

Record Year Forecast for Radio Industry

By SOL TAISHOFF

Concensus of Broadcasters, Agencies, Advertisers and Trade Data Indicates Income of 100 Million Dollars

FIRST of all advertising media to emerge from the depression last year, radio broadcasting enjoyed a record volume of business and seems headed toward a 1935 spurt that may carry time sales up to the 100 million dollar mark.

This conclusion is based on early trade summaries and on the tenor of the anual symposium on prospects for the new year, published herewith. From advertisers, agencies and broadcasting executives comes the practically unanimous view that the year ahead will see an even greater upturn in volume than the record-smashing 1934. Increases in radio appropriations, say these men who place much of this business, seem to be the rule, with many of the pioneers who signed off radio in earlier years coming back.

Gain of 25 Per Cent Seen

WHEREAS 1934 saw a radio advertising expenditure of approximately $75,000,000 of which about $42,000,000 represented incomes of the major networks, the predictions for 1935 forecast an increased volume approaching 25 per cent, conservatively estimated. Of this probably the bulk will be in the network field, but spot broadcasting, coming more and more in favor by virtue of public acceptance of transcriptions, seems likely to enjoy an increase of from 15 to 20 per cent.

Solidly established as a major advertising medium, American broadcasting will make new advances in its service to the public and its value as a medium. Radio "circulation" has been increased notably by the sale of some 4,700,000 sets during the last calendar year, with a total of 19,000,000 receivers in American homes. Thus, using the multiplier of 4.1 listeners to the average set, designated as standard by the U. S. Census Bureau, a maximum radio audience of approximately 80,000,000 is indicated. Some 2,000,000 auto receivers in use also have opened new radio frontiers that are destined to prove productive for program sponsors.

Nation-wide networks are entering the new year with a good percentage of their desirable hours under commercial sponsorship. Daytime hours are proving more productive, and indications are that the "standing room only" sign will be prominently displayed as the year moves forward.

Spot broadcasting enjoyed its best year in 1934 and, according to present indications, will do even better in 1935. Widespread public acceptance of transcriptions, plus results reaped by numerous spot accounts, have accelerated the placement of diversified campaigns. An outcropping of regional networks also has taken place. Network overflow plus accounts made-to-order for major markets are being aligned by these station hookups.

Indications are that many new trade-names will be heard on the air during 1935, augmented by a sizable number of advertisers who deserted the radio, but have found it desirable to return. American Tobacco Co., one of the pioneer cigarette accounts over NBC, is reported planning an elaborate show. National Biscuit Co., a newcomer, recently began a late Saturday night three-hour dance program, and plans to spend the bulk of its increased budget on radio during 1935. Campbell Soup Co. will make radio its first medium during the new year. Among other advertisers said to be planning substantially increased appropriations are Studebaker, Ford, Dr. Miles Laboratories, and Centaur Corp.

Radio will march to its new records along with business generally. In his annual report, Secretary of Commerce Roper pointed to definite signs of returning prosperity. Among national advertisers, using all media, surveys indicate that considerably more than one-third will increase appropriations, while substantially one-half will maintain their existing schedules. Over-all appropriations, it is estimated, will be increased by 10 to 15 per cent for 1935.

Among the advertisers and the agencies there has developed a feeling that radio must be taken still more seriously. It has become a highly competitive medium with sponsors vying for listener attention in their presentations of more and more elaborate programs. To obtain worth-while audiences, they believe, programs of high calibre must be offered. They realize that most of the early abuses of radio have been eliminated and that radio, as a highly respected and highly productive medium, must be accorded infinite care in program presentation.

Another merry scramble for name-talent is foreseen, although deprecated by many of those who foot the advertising bill. Competitive bidding for big names has had the tendency of skyrocketing their salaries, it is claimed.

Increased Power

COUPLED with the phenomenal revival of set sales during the last year, another factor in increasing station circulation has been the action of the Federal Communications Commission in lifting the lid on power used by stations. Local and regional stations, heretofore restricted in their output, have been accorded wholesale increases, with the result that more sets are brought within their range.

Also tending to increase the acceptance of radio as a merchandising medium has been the cleansing of objectionable matter on the air. Working in cooperation with the Federal Trade Commission, many questionable accounts either have been refused or toned down. Moreover, networks and stations alike have been in position to exercise greater discretion in selecting accounts, by the accelerated demand for desirable time.

Coverage Audits

SO THOSE who spend the radio dollar may gauge more accurately the markets they are covering and plot their campaigns judiciously, the next year more than likely will see the creation of an independent radio research bureau to audit radio coverage and listening habits. Such a bureau, to be supported by stations, advertisers and agencies, is in the preliminary stages of formation, and is favored by all three groups.

The one dark cloud on the horizon, facing all advertising media along with radio, is that of possible restriction of sale and advertising of many commodities by Federal mandate. The ghost of the Tugwell food, drugs and cosmetics bill again looms, with likelihood of some action during the year and with affected industries presenting a united front for reasonable legislation. Also being discussed as a means of aiding Uncle Sam in his financial plight is a possible Federal tax on advertising, to be paid by the media.

Radio Apace With Business—1935

By HON. DANIEL C. ROPER
Secretary of Commerce

HERE in the Department of Commerce, where we keep our fingers on the pulsations of American industries, we get definite indications that American business is on the upgrade—not of the boom type, but a gradual, steady, sound movement toward stability.

The last year has been an extraordinary one in the history of our country. Radio broadcasting agencies have given unstintingly of their time and facilities in aiding national recovery.

This Administration has made a greater use of the radio than ever before. It is serving a great public service purpose and is meeting the statutory requirement of "public interest, convenience and necessity."

It seems obvious that in the drive toward further economic recovery in 1935, radio will play an increasingly important role. I am told that it was one of the first industries to emerge from depressed business and it should be in the forefront of the development during the ensuing year.

L659.051
B781
606054
322541

Leaders in Radio Advertising Optimistic About 1935 Prospects

PAUL BLAKEMORE

President, Coolidge Advertising Co., Des Moines, Iowa

Mr. Blakemore

BROADCASTING is still so relatively new that each year makes substantial contributions to experience in the successful use of this medium; 1934 has seen the position of radio strengthened by increased broadcasting activity on the part of important advertisers like Swift, Ford and Procter & Gamble. Pioneers like Palmolive and Ipana, who signed off for a time, have come back on the air with outstanding shows.

Results of numerous coincidental surveys during the past year have convinced most advertisers that they must offer listeners a worth-while program in order to draw a worth-while audience. Greater recognition of program value should mean still better programs for 1935. Better programs tend to increase the average number of listening-hours per day.

From observation and from our own records, we expect 1935 to be a good radio year. Among our clients, four who are substantial users of radio time are going forward into 1935 without any curtailment of broadcast advertising. New programs in prospect indicate a 10 to 15 per cent increase in use of radio by our clients during the year.

JAMES T. AUBREY

Aubrey, Moore & Wallace, Inc.

IT IS our belief that broadcasting during 1935 will receive its well-deserved share of the increase in advertising expenditures. In our own organization, plans have already been completed to make use of this resultful medium, for logical clients, up to the hilt of its great potentialities. Broadcasting has proved beyond doubt its ability to co-operate with other media in forming a complete, rounded advertising program . . . and in many instances to do a complete and thorough job by itself. Our experiences with radio in the past have been gratifying, and we expect even greater things from it in the coming year.

D. M. BOTSFORD, President,

Botsford-Constantine & Gardner, Portland, Ore.

Mr. Botsford

RADIO advertisers hope to defeat the economic law of acculative results — to get their audience instantly by employing celebrities. Against this they pay the penalty of being merely a passing acquaintance of some famous entertainer.

Advertisers with smaller talent appropriations are by necessity developing the soundest and most productive programs. "Show Boat" is an excellent example of the program which built its own audience and was so strong it also made stars out of its cast. "One Man's Family" is another. It takes brains and willingness to follow fundamentals in order to build programs like these, but the results are worth the effort.

LEE H. BRISTOL

Vice President - Advertising Manager, Bristol-Myers Co.

Mr. Bristol

I BELIEVE the prospects for advertising by radio during the year 1935 to be unusually bright. Already there is evidence that the demand for popular hours on the air exceeds the supply of the chains and the important stations.

With the increase in knowledge of the use of the broadcast medium for advertising there has developed, I believe, a better understanding of the medium and a far better technique in its use. I have great hopes, however, that advertisers will see the wisdom of exercising a restraint in their commercials that will prove even more effective from an advertising standpoint and less offensive to the listening public.

The government is already looking with critical eye at instances of a breach in good taste in broadcast advertising, and every manufacturer would do well to bear this thought in mind and improve his selling technique accordingly. "Toughness" should not be the only criterion for successful commercials.

With a consciousness of this being increasingly appreciated by advertisers and stations alike, I believe the prospects for the coming year become doubly bright in view.

RUSSELL C. COMER

Russell C. Comer Advertising Co.

Mr. Comer

INCREASING development of merchandising hook-ups and plans both for network and spot broadcasters appears to be the next important development in the increase in the efficiency of radio as an advertising medium. This observation is based on our own experience in the past two years, which has definitely shown us that intensive merchandising with actual forcing of sales in many instances will pay the advertiser with permanent and profitable sales increases. With radio time likely to increase in cost advertisers must launch programs that will pay their way and return profit. Our own research department is constantly working on new ideas, and we expect to see a very appreciable advancement in radio merchandising by the end of 1935.

PERCY L. DEUTSCH

President, World Broadcasting System

Mr. Deutsch

WITH industry now formulating and carrying out important and far-reaching plans to aid and speed economic recovery, 1935 will be a year of tremendous activity in national, sectional and local broadcasting.

Large and comparatively small concerns will use radio more than ever in sales promotion. Trades heretofore refraining will take to the air and advertise, while banks, investment security interests, savings banks, public utilities, life and fire insurance companies, individually and through organizations, will each find it highly advantageous, systematically and continuously to explain to the public the necessary and important functions and service they perform.

In addition to providing high-class entertainment, prominent commercial interests will undoubtedly sponsor educational and welfare campaigns.

With the heavy cost taken out of broadcasting, to which World Service has so largely contributed, the field from which to draw appropriate users of the ether waves seems legion, especially with improved business conditions.

E. T. CUNNINGHAM

President, RCA Victor Co., Inc.

THE radio industry has a great deal to be thankful for in 1934. Total consumer purchases increased not only in number of units but also in value per unit and therefore in total dollars. I believe that this pronounced upward swing is evidence of a definite trend away from the depression depths of 1932 and 1933. But volume alone is not the only test of an industry, and when we look back over 1934 we see many industry practices that are undesirable and need correction.

An industry is never any better than the men in that industry make it, and it is my sincere hope that the upward trend of radio volume will act to remove the desperate pressure on the industry and that it will actively cooperate in seeking better and more constructive ways to promote consumer interest in our products and the orderly distribution of our products. Certainly we have seen a great deal of "jungle warfare" and we still have lots of it with us. The more the industry applies itself to that kind of internal warfare, the less time it has to give to the broad promotion of the consumer market.

Radio merchandising attained new heights of consumer appeal the past year through all-wave reception. The quality of performance and the values offered have never been excelled in the radio industry. It is only through this constant progress in the quality and merit of our product that we create the desire for better and better radios. The industry must remember that it is selling its output largely on the basis of obsolescence of existing equipment. Cooperative promotion within the industry is essential to fullest attainment of that result.

HARRY A. EARNSHAW

President, Earnshaw-Young, Inc.

Mr. Earnshaw

THE OUTLOOK for radio is distinctly favorable. The character of entertainment is improving. It will continue to do so as sales managers and advertising men cease to regard radio as an experiment or toy, or an instrument to minister to the vanity of sponsors and to the unrestrained egotism of performers. I predict a gradual lessening of the complex for the artificially created "big name." I predict that sponsors will become more critical as they gain in understanding of the medium and in the fundamentals of good showmanship. Sponsors will also realize still more the necessity of self-imposed restraint and brevity in the commercial message. Advertising writers will increasingly appreciate that writing for radio is a real art calling for study and the nicest care and discrimination. Producers of radio programs more and more realize that "writing down" to a theoretical audience is a mistake. Much of the radio material of the past ten years has been comparable to the motion picture output of the old "nickelodeon" days, which assumed the country west of the Hudson to be inhabited by morons. . . . I look for an increasing interest in the drama, when skillfully adapted for radio and superlatively produced. . . . I hope to see still greater sincerity on the part of sponsors, writers, producers, performers and radio station operators—every one cooperating to keep faith with the public, to keep the air clean, and still further to promote both the artistic and the commercial possibilities of broadcasting.

F. R. GAMBLE

Executive Secretary American Association of Advertising Agencies

Mr. Gamble

RADIO broadcasting has some time since taken its place as one of the four leading groups of advertising media in the country. Everyone knows that its outlook for 1935 is bright. As more and more has been learned about the technique and possibilities of radio broadcasting, advertisers and agencies have come to use it with increasing confidence and effectiveness.

I hope 1935 will see four things

done in the broadcasting field:

1. Formation of an independent radio research bureau, supported by stations, advertisers and agencies, to study radio coverage and listening habits.
2. Formation of an agency recognition bureau by the National Association of Broadcasters.
3. Extension among broadcasters of the use of 2 per cent cash discount as a policy to aid agencies in collecting from clients and thus strengthen agency credit.
4. Wider acceptance and use of the Standard Order Blank for Spot Broadcasting.

BOND GEDDES

Executive V. P.-General Manager Radio Manufacturers Association

Mr. Geddes

THE RADIO industry is in excellent position for the new year. Estimated sales in 1934 of close to 4,500,000 receiving sets and 65,000,000 tubes have made this year the best since 1930. These sales have not only greatly increased the circulation of broadcast stations, but the new type receiver has also improved public satisfaction with Programs. Public investment in radio is dollar proof of satisfaction with programs and also with the new and improved receivers. A new and larger daytime audience has been afforded by continued large sales of automobile receivers.

The most notable technical progress in 1934 radio was the enlargement of the frequency range of receivers now made by over 90 per cent of manufacturers. These new receivers have broadened the market, at higher prices and thus developed better as well as more listeners. The radio industry enters the new year with signs of past satisfaction and future confidence.

M. A. HOLLINSHEAD

Director, Radio Department Campbell-Ewald Co.

Mr. Hollinshead

THE YEAR 1934 has brought to radio statisticians still further indications of the increased use of radio by advertisers. Good old Mother Necessity has forced the use of daytime hours to some extent—and if results match the hopes of the time sellers—1935 should show an even greater use of radio. Many of the early abuses of radio have been entirely eliminated — and it would appear that those advertisers who in the past treated the radio audience so shabbily have begun to apply the wisdom of more successful air advertisers in striving for the good will of listeners. Radio has definitely assumed the coveted position of a recognized and respected medium for advertising.

W. B. HENRI, President

Henri, Hurst & McDonald, Inc.

RADIO, like the stage and screen, has its vogues. A success of one formula brings a deluge of the same idea in many guises.

This year has seen the advent of radio musical comedy. This type of program calls for longer programs with the resultant larger expenditures. Radio's greatest endorsement is its ever increasing volume—and 1934 has been its biggest year without a national political campaign to swell the total.

Nineteen thirty-five has promise of even greater achievement—better programs — bigger success to the advertiser who pleases his listeners.

We already have commitments that will make 1935 one of our greatest years in radio.

WILLIAM KRUEGER

V. P., Samuel C. Croot Co.

JUDGING by the present difficulties in obtaining suitable time coast to coast on the big networks, I should think the outlook for radio advertising in the new year will be brighter than ever before. More interest in "going on the air" is being shown by national advertisers. The competition for available time and talent, however, may send the cost upward to a point where it may dampen the enthusiasm of some. Our own clients expect to spend fully as much in 1935 as in 1934 and we have several programs in the making which will give our radio billing a boost in the new year.

PHILIP C. LOUCKS

Managing Director, NAB

Mr. Loucks

JANUARY 1, 1935, finds the copyright controversy unsettled; 45 state legislatures preparing for regular sessions; the 74th Congress ready to convene; the international allocation difficulties unimproved; license terms still of six months duration; the Federal Communications Commission considering the proposal to allocate 25 per cent of all facilities to religious, educational and non-profit institutions; and broadcasters still demanding greater freedom and economic stability.

J. W. MARROW

Pres., Marrow Mfg. Co., Chicago

THE Marrow Mfg. Co., after a very successful year, plans to expand its advertising appropriation for 1935. At present the Pacific Coast NBC network is being used. This hookup will be continued during the coming year, and in addition we are making a series of transcriptions for use in those territories which cannot be economically serviced by chain broadcasting. We also plan to expand our magazine advertising, to include periodicals in the women's field.

ALFRED J. McCOSKER

President, WOR, Newark; Chairman, Mutual Broadcasting System

Mr. McCosker

EVERY indication points to a new year of outstanding development in radio broadcasting, particularly in the field of improved and diversified programs for the listener. Great strides were made in 1934 in the broadcasting of good music and drama. Plans are already under way both by sponsors and broadcasters to increase the activity and scope of this development during 1935.

Business indices of financial reports indicate steady rises in all business activities which have had their reflection in broadcasting. With the reaction by advertisers of the need for additional broadcasting activities and thorough coverage of concentrated markets of population, stations of the calibre and prominence of WOR should receive an added impetus in sales.

In this connection it is gratifying to observe on the part of some commercial firms, sponsoring broadcasting, moderation in the commercial announcements and the writer is sanguine that further modification will result in more effective use of the medium.

Facsimile, the long awaited intermediate step to television, made, in my opinion, giant strides forward during the latter part of 1934. It is to be expected that the novelty of reception combined with clear picture definition will receive prompt acceptance by present-day listeners if facsimile receivers are marketed at reasonable prices.

ELLIOTT McELDOWNEY

Director of Advertising, Cities Service Co.

Mr. McEldowney

THE current season is one of which American broadcasters may well be proud. Never before has so much and such varied entertainment been available over the air. I feel certain that the response of the listening audience to richly amplified program schedules will be a fine thing for radio as an advertising medium.

We of Cities Service are gratified that our program, which has remained basically unchanged for nine years, continues to find such wide popular favor. We look forward to a year of increased activity in which broadcast advertising will play a vital and important part in our salesmanship. Our radio appropriation for 1935 will be approximately the same as in 1934.

A. W. ROBERTSON, Chairman

Westinghouse Electric & Mfg. Co.

BUSINESS and government are beginning to pull together. The load is beginning to move. As these two forces learn to work in harmony under the new conditions, marked improvement in economic conditions may be expected. The fall business of electric manufacturers is the best in three years. Prospects for next year are good.

WILLIAM S. PALEY

President, CBS

Mr. Paley

THE past year has been a period of many new adjustments, in the home, in business and in national affairs. During this time radio broadcasting has been an increasingly vital force in making possible on a more democratic basis than in any other nation, free and fair discussion of economic, political and social relationships.

Just as the broadcasting of information about the humanitarian needs of distressed groups has served to maintain social morale as well as to answer want, the unique open forum maintained by broadcasting in this country is serving to establish the basis for a mutual understanding between all classes and sections which is essential to the maintenance of our power and unity as a nation.

I believe this has been radio's most vital activity during 1934, and is an extremely significant contribution to economic recovery.

ARTHUR PRYOR, JR.

Radio Director, Batten, Barton, Durstine & Osborn, Inc., New York

FROM the program standpoint the entertainment offered the public is continually becoming better, more important and more expertly produced. The increase in volume of business has placed the broadcasting stations and chains in a position where they can afford to refuse programs which are objectionable or not worthy. Radio is now accepted as a primary advertising medium and I believe the prospects for the business of broadcasting during 1935 are exceedingly bright.

EDWARD PETRY, President

Edward Petry & Co., Inc.

Mr. Petry

TODAY, the present and future of spot broadcasting is brighter than ever before. The industry is now on a firm, stable foundation. The one factor that has been the most important one in establishing this new era in spot broadcasting has been the stabilization of the relations between station, agency and advertiser. This has come about only since sound representation has been established. It is the general belief in the advertising business that the principles of exclusive representation, proven to be economically wise over a long period of time in the newspaper field, will continue to make spot broadcasting march on to even greater goals.

ARNO B. REINCKE, President
Reincke-Ellis-Younggreen & Finn

NEXT YEAR I confidently expect radio advertising to make longer strides than ever before. More and more advertisers are learning how better to employ this new medium, and are beginning to realize that the absence of radio from many schedules leaves an unprofitable gap in the appropriation. This realization, plus the vastly improved business conditions and the more intelligent selling accorded radio today, should force the medium to its highest peak during 1935.

JOHN PIERRE ROCHE, President
Roche, Williams & Cunnyngham, Inc.

Mr. Roche

WITH BOTH major chains "sold out" on evening time, there is little significant comment that I might make on the popularity of broadcasting as an advertising medium. It is gratifying, however, to me and to this agency to find that according to authoritative check-ups, our two principal programs — Lowell Thomas for Sun Oil Co. and Richard Himber's "Studebaker Champions"—are steadily increasing in audience interest and productivity.

Much of the future of radio, in my opinion, rests with the network organizations themselves. There is a real need for educating both the public and self-constituted "critics" of radio in tolerance towards "commercials." Some consistent advertising by the chains—on the air as well as in general publications—would help definitely.

W. L. RUBIN
General Cigar Co., Inc.

THE PROSPECTS for radio broadcasting in 1935 are unquestionably favorable. It is beyond doubt a medium of advertising that is both economical and effective, granting that the program sponsored by the individual advertiser is of sufficient merit, from an entertainment standpoint, to attract a sizable listening audience.

To my way of thinking, the wild scramble for name talent has resulted in skyrocketing their salaries to such an extent as to present a very serious problem to present-day and future users of radio broadcasting.

With decreased advertising appropriations being the common rule, it stands to reason that there is a limit to what the individual sponsor of a program can afford to pay for talent, so that if its cost continues to mount, the medium may eventually become so expensive as to place it beyond the reach of many of its present and future clients.

It seems to me that this problem is of sufficient importance to warrant the careful thought and consideration of the broadcasting system, agencies and advertisers.

There has been no increase in our radio expenditures for 1934 as compared with 1933.

EUGENE O. SYKES, Chairman
Federal Communications Commission

Judge Sykes

THE YEAR 1934 has not produced any single outstanding technical development in the broadcasting art. There has been substantial progress along several technical lines. Most notable of these has been the completion of the development of the 500 kilowatt broadcast station and its successful technical operation since May.

The use of half-wave or higher vertical radiators has been extended to several more stations with the result of improvement in service to the listeners. In several other cases stations have been able to profit by the use of directional antennas to restrict interference in one direction while the service in another was improved.

The regulation of the Commission limiting the power on the regular regional channels to 2½ kilowatts daytime was amended, increasing the maximum power of daytime to 5 kilowatts. Many stations have taken advantage of this opportunity to improve the daytime service. The provision setting up the quota due the state is also revised to take into account the difference in day and night interference characteristics and thus make possible the increase in the day power as above enumerated.

The Communications Act of 1934 includes a provision: "Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest." This section of the Act authorizes the Commission to encourage technical developments that heretofore the Commission was without authority to do under the Radio Act of 1927.

The appreciation of the service rendered by broadcast stations has improved and the definition of the service of stations and commercial surveys to establish such service have met with added interest. The power of the station is only one important factor in determining the area served by such station. It is not possible to accurately determine the entire coverage except by means of a commercial survey.

H. S. THOMPSON
Advertising Manager
Dr. Miles Laboratories, Inc.

Mr. Thompson

ANYONE who has tried to get a clear channel on any of the broadcasting systems can have no doubts as to the present popularity of radio. The prospects for 1935 should be, and I believe are, even brighter. There is only one reason for this. Radio, given the right program and the right commercial announcements, delivers the goods. From our observation the 15 or 30-minute dramatic presentation will grow in popularity with a possible slight waning in the popularity of musical programs.

GEORGE B. STORER, President
American Broadcasting System

Mr. Storer

MY CONFIDENCE in the future of American broadcasting can best be reflected in the launching of the American Broadcasting System, with my associates, as a third national network. Based on the reception already given our project, we feel confident that 1935 will see its development as a real entity in the field of network broadcasting. If our present plans materialize—and there is every indication that they will—the next year will see the expansion of ABS in new markets throughout the country.

WILLIAM R. STUHLER
Radio Director
Young & Rubicam, Inc.

WHILE it seems a bit reckless to attempt to forecast what the 1935 broadcasting season will bring—a score on which I would much rather be a historian than a prophet—I feel that the time has come again for the building up of a new group of stars. This is said in view of the fact that the overwhelming majority of "big name" entertainers who have already proven themselves as sure-fire bets are already under contract for 1935 and in some cases into 1936. Therefore a renaissance of the "build-up" would seem due. This does not imply a search for amateur talent, but rather the development of today's minor personalities, who are proving their worth by good, consistent performances day in and day out.

Good music of the classic, semi-classic, concert and dance type, of course, will continue to be the foundation of radio entertainment. There have been some very encouraging signs, also, in the field of radio dramatics, and we can look for a broader development in this field. Comedy, likewise, will continue to play an important role in aerial entertainment, and one of the characteristics of the new season should be the wider acceptance of "high" comedy in contrast to that produced by the out-and-out gagster.

S. E. VAN WIE
Advertising Manager
R. B. Davis Co.

BECAUSE of the evidence of a definite business advance we believe that our 1935 radio advertising will be more productive than any previous year. "Buck Rogers" is an unusually popular radio program. It has proven to be a successful advertising medium for Cocomalt. Because of our confidence in the "Buck Rogers" program we have added a number of additional stations for 1935. We have no reason for feeling otherwise than that 1935 will produce increased Cocomalt sales.

J. TRUMAN WARD
President, National Association of Broadcasters

Mr. Ward

IT IS my sincere hope that 1935 will see the entire broadcasting industry solidly united behind the NAB and its ambitious program for general improvement of broadcasting conditions in the United States. The NAB has made steady progress during the past few years and I want to reiterate now my pledge made at the time of my election at Cincinnati that I will work tirelessly in the interest of the Association; which is the interest of every broadcaster, large and small. May I express the hope that in my efforts I will have the help of all.

WLW May Cut Power To Reduce Interference With Canadian Station

UNLESS it is able to curtail excessive interference with CFRB, Toronto, operating on an adjacent clear channel with 10,000 watts, WLW, Cincinnati, must reduce its power from 500,000 watts to 50,000 watts at night, under an order issued by the FCC Dec. 21, to become effective Feb. 1, when the present license expires. Action was taken after receipt of protests from the Canadian government. The FCC specified that if the station can modify its antenna by Feb. 1 so that its signal in Toronto will not be greater with 500,000 watts than with 50,000 watts on its present antenna, then it will consider renewing the present authority.

The alternative of arbitrarily reducing its night power from 500,000 to 50,000 watts, or of effecting the directional signal, it was ascertained, was given the station. Until the technical work is accomplished, the station may reduce its night power. Daytime operation with 500,000 watts is not affected.

Steel Lodges Complaint

THE COMPLAINT was made about a month ago by Lieut. Col. W. Arthur W. Steel, member of the Canadian Radio Broadcasting Commission, who personally visited the State Department and the FCC. The FCC on Dec. 22 notified the State Department of its action.

CFRB operates on the 690 kc. Canadian clear channel, just 10 kilocycles removed from the WLW clear wave of 700 kc. It uses 10,000 watts power, and the complaint was that it was being blanketed in Toronto and surrounding territory. The interference did not become sufficiently serious until winter set in, when radio wave propagation is at its best. During the last spring and summer, when WLW operated with 500,000 watts, there was no complaint of interference.

Some doubt is expressed over the efficacy of the proposed change in the radiating characteristics of the station. To attempt this, it is

(Continued on page 35)

Thanks, Radio! Says a Cigarette Advertiser

By M. J. SHERIDAN

Director of Philip Morris & Co.

The Success of Philip Morris, an Advertising Drive That Used Broadcasting Alone and Brought Big Results

PHILIP MORRIS had tried them all. But when Philip Morris wanted to explore new fields and put its product between the lips of more millions, it turned to broadcasting. Result: Another radio success story. Here it is, told by Mr. Sheridan. And he knows the story, because he was part of it. Narrated herewith is the account of a limited-budget advertising drive that stretched its dollars by placing them where they would do the most good. But let Mr. Sheridan tell it.

I BELIEVE that anyone who has made even a casual study of the current trend in cigarette advertising today will grant me one point at the outset: The ideal advertising job is something more than merely the right advertising for a given brand. Before any outstanding cigarette job can be accomplished, the product itself must be right.

Another point will be as quickly conceded, namely, that a cigarette manufacturer who can bring to life a trademark which has 40 years' advertising behind it, who can make that trade mark breathe, speak and become a distinct part of national consciousness all within a space of a few months' time, is entitled to see his sales curve rise and keep rising with little if any indication of flattening out soon.

This has been our happy experience with our largest selling brand, Philip Morris. These cigarettes are of the first quality; they are well-known to the public, as a result of 40 years of advertising; they offered a fair profit to retailers because, as I will outline later, their price was reduced from 10 for 25 cents to 20 for 15 cents at an ideal, psychological time in the history of the tobacco industry. The dominating power one particular advertising medium has had in welding this product to the public fancy, constitutes the raison d'etre of this story.

Only Radio Used

WITH an advertising campaign based primarily upon a single major medium, radio, at relatively small cost, we have pulled Philip Morris sales into fifth place of all 15 cent brands. With this major medium, since the advent of the new price of 15 cents straight, sales have shown a definite and substantial month-by-month increase over preceding months. We know how this was accomplished because we knew what we had accomplished with radio when we used it for two other lesser known brands.

In the fall of 1932, we first used radio to advertise another Philip Morris & Co., brand. Salesmen reported that they found tobacco dealers in a receptive frame of mind due to this radio advertising. Thus, although not sensational by any means, this campaign first focused our attention on the possibilities of advertising by radio.

Shortly after our initial trial of radio, we wanted to introduce Marlboro Cigarettes over the air in Cincinnati. We used a locally-built show. It seemed quite popular and definite sales returns were noted. We decided, as a result of the Cincinnati experience, to broaden the scope of our radio activities and subsequently strengthened our Marlboro advertising in Chicago, Boston, and on the Pacific Coast with locally-built shows.

It was by no chance, therefore, that we turned our eyes thoughtfully to network radio when certain conditions within the cigarette industry made speedy decisions for us. A distinct change in marketing 15 cent popular brands was taking place. The 10 cent brands had placed the 15 cent sellers in a difficult situation. Because of the tremendous demand for the cheaper priced brands, wide-spread price cutting on 15 cent cigarettes resulted. This price war obviously lessened the popularity of the 15 cent brands among dealers who were experiencing unprecedented reductions in net profits.

In such a situation we recognized a psychological opportunity to push the Philip Morris brand. We believed that if we were to sell Philip Morris cigarettes at 15 cents for 20 (giving full value at this price) instead of 25 cents for 10, we could build a strong consumer demand that would convince any retailer that he had much to gain by maintaining the straight 15 cent price. He would thus be getting away from the cut-throat price war and would have a well-known quality brand to offer at 15 cents.

On a Network

IN VIEW of constantly dropping volume of the leaders, we planned to announce the new price to the trade in April, 1933. However, due to a tie-up between some of the 10 cent makers and large chain stores becoming effective in January (which gave promise of aggravating still further the price war of the popular brands), we pushed our plans ahead sooner than anticipated. By switching our Marlboro sales force to Philip Morris exclusively, we got the brand started in January, 1933.

Our network radio advertising followed several months later. On April 17, we launched a 15-minute campaign over 16 stations, three times a week. Shortly after, more stations were added and at the same time the broadcasts were put on a twice-a-week basis. Then, in September we increased the number of network stations used to 21 and dropped to one program a week. However, the 15-minute show was stepped-up to half an hour.

The following month the network used was again increased—this time to 25 stations. In January, 1934, the total was 31 stations; in August, 32 and recently 57. This last decided increase in the number of outlets was made possible by allocating to radio a considerable portion of our publication advertising budget. In addition to our network advertising, we are now using 20-second spot announcements in certain cities where we have no network coverage.

Most for the Dollar

BECAUSE of budget limitations and finding that radio gave us the most intensive coverage per dollar we had to spend, as well as a thoroughly effective coverage, our campaign centered around radio advertising. Since this advertising expenditure for our first year was so moderate against expenditures which run between 15 and 20 millions of dollars annually for com-

(*Continued on page 32*)

How Philip Morris Blends Advertising Continuities . . .

By GILBERT CANT

THERE are two unusual features in the radio advertising of the cigarettes of Philip Morris & Co., which receive special mention, since they are found in the case of few other sponsors. In the first place, an attempt was made from the beginning to combine carefully the advertising and entertainment parts of the programs.

According to Kenneth M. Goode, of the Biow Co., Inc., New York, which handles the account, the basic philosophy of the builders of the early programs was to avoid a sharp differentiation between advertising and non-advertising — a differentiation they felt, in the case of newspapers, all manufacturers and distributors had spent fortunes trying to avoid.

These advertisers had been unremitting in their efforts to slide into the news columns of the papers. Yet in most cases commercial radio announcements were kept so separate from program matter that sometimes they attracted unfavorable attention to themselves. The designers of the Philip Morris campaign felt that in a radio program the opportunity was available to the advertiser to handle the commercial message so tactfully that it no longer stood out like a sore thumb.

Power of Suggestion

ALONG the same lines, it was felt that the power of suggestion would be a more effective sales weapon than a specific selling talk from an announcer closely identified with the sponsor, so they worked in their commercials in the drama, by making one of the characters a cigarette-vendor.

This character, Johnny, is in himself the second unusual feature of the company's radio enterprise that demands attention. He has no name to commend himself to the public in the sense that a well-known artist has, and yet the experience has been that within a short time after the program or spot announcements are heard in a given area, there is a widespread acceptance of him, which causes listeners to write in for pictures, and to request tie-ups that would make him more of a real character. In other words, a living being (in the public mind) has been created quickly, and he has since had to be identified with a flesh-and-blood page boy, whereas in practically all other cases the acceptance at first is for an ordinary person endowed with some guaranteed acceptance *as a result of* his or her own personality or entertaining activities.

Adolescent Appeal

IN ADDITION to his appearances in the dramatized commercial announcements during the musical program which is heard weekly over the NBC-WEAF network, comprising 61 stations, Johnny is "spotted" in recorded station-break announcements on 25 stations. Most of these stations are outside the best service area of the network program, so the announcements tend to supplement the chain show. In some cases the individual stations have been added as a result of requests from the sales force, which finds the simple "Call for Philip Morris," in a 15-year-old boyish treble, most effective in increasing receptiveness to the cigarette.

Scattered observations by psychologists interested in the program and anouncements show that the suggestion value of both is

(*Continued on page 32*)

Network Business Increased by 35% Over 1933 Figure

Total Revenue of Two Chains Exceeds $42,800,000

NETWORK broadcasting wound up 1934 with a gross income more than 35% above the preceding year, and more than 12% above 1932, which had marked the previous record for any 12-month period in the history of commercial radio.

With revised figures available for both networks for the first 11 months of the year just ended, and final estimates of December business, it becomes apparent that the total revenues of the two chains exceeded $42,800,000. This compares with $31,600,000 in 1933, and $38,100,000 in 1932.

The respective totals for NBC and CBS show that the latter network has slightly increased its percentage of the total volume of national network business, accounting for 34.5% in 1934, 31.6% in 1933 and 33% in 1932.

Progress in Spring

AS WILL readily be seen from the table setting out the figures month by month, spring was the season in which the most marked advances over 1933 were recorded on both chains. During the first three months of the year, improvement over the corresponding period of 1933 was about uniform, but beginning in April there was a sharp upturn. The increased jumped from 25.5% in March to 40.4% in April on NBC, and from 50.1% to 76.9% on CBS. While a 48.9% gain in May was the highest recorded by NBC (whose income fluctuated less throughout the year), CBS during the same month achieved a gain of 101.2%.

As was pointed out in BROADCASTING during the summer, this period showed a much less marked decline from winter and spring levels of activity than might have been anticipated on the basis of the previous years' figures. August was the worst month in comparison with 1933, CBS showing only a 2.7% advance and NBC 23.3%.

Gain in Closing Months

SINCE then the upward trend has again been more rapid, though not as rapid as it was in the early months of the year. It will be seen from the table, however, that the closing months of 1933 themselves showed a marked improvement over previous periods. Thus, the percentage increase in 1934 over the early months of 1933 is greater than that during the closing months—but the dollar volume is substantially greater towards the end of the year.

It is, too, not unreasonable to suppose that the extraordinarily rapid recovery about a year ago was accentuated by the fact that it represented recovery from an unnaturally low level.

The number of advertisers increased on both networks. At the same time, the average expenditure by these clients was greater than in any previous year—$138,800 on CBS, and $143,200 on NBC. Gross network revenues are shown in the accompanying table.

WHIO Will Open Feb. 2 Over NBC Red Network; Rate Card Is Announced

WHIO, Dayton, O., will join the NBC-WEAF network on Feb. 2, becoming the 88th station on the coast-to-coast chains of NBC, according to an announcement Dec. 20 by Richard C. Patterson, Jr., NBC executive vice president. Owned and operated by the Evening News Publishing Co., of Dayton, of which James M. Cox, former governor of Ohio, is the head, the station will be operated in conjunction with the newspaper. NBC will quote night rates of $200 per hour, $138 per half hour and $86 per quarter hour for WHIO. The station, which has been removed from Erie, Pa., operates on 1260 kc. with 1,000 watts.

A show window in front of the studios, adjoining the *News* building, will be used for merchandising displays of sponsors and station displays. The station will operate 18½ hours a day. Officers of the station include E. K. Steiner, general manager; J. L. Reinsch, formerly with WLS, Chicago, commercial mannager; R. H. Lingle, Jr., chief engineer; Charles E. Gay, of Dayton, director of public relations.

The elaborate show window is described as an innovation in broadcasting. In all there will be four windows, two visible from the street and two from the foyer. Background will be in silver gray burlap with aluminum mouldings and ceilings will be finished in prima-vera wood, a veneer having the appearance of white mahogany. Lighting effects will be indirect, including reflection spotlights. Black polished granite, polished pillars and satin aluminum window frames mark the exterior.

Ticker Notes

HOT OFF the teletype, "Ticker Notes" are presented every weekday by WLW, Cincinnati, which brings last minute financial news to business men. Joseph Ries, financial editor of WLW, is the announcer. Besides a summary of stock market quotations and trends, commodity prices and the iron and steel index also are reported. In addition, national and international political news having a bearing on the business and financial situation is summarized. The news is obtained from a *Wall Street Journal* teletype through arrangement with Dow-Jones & Co., New York.

Guy Earl Injured

GUY EARL, president of the Western Broadcast Co., KNX, Hollywood, was painfully injured Dec. 12 en route to San Francisco for a business conference. His automobile was completely demolished in a collision near Bakersfield. Though badly shaken up and bruised, Mr. Earl continued via train. His sister, Mrs. Ransom Henshaw, was taken to the Bakersfield Hospital with injuries as were two other passengers.

Beverage Discs

NEHI, Inc., Columbus, Ga. (soft drinks) is sponsoring a series of two-minute WBS dramatized announcements featuring its "Par-T-Pak" gingerale. The miniature dramas were prepared by the James A. Greene & Co., agency, Atlanta.

Network Revenues During 1934

Gross network revenues for NBC:

	1933	*1934*	*% Increase*
January	$1,869,885	2,391,667	27.9
February	1,742,784	2,211,637	26.9
March	1,997,463	2,507,890	25.5
April	1,690,177	2,373,890	40.4
May	1,662,887	2,475,173	48.9
June	1,512,139	2,177,857	44.0
July	1,370,993	1,864,420	36.2
August	1,407,843	1,735,555	23.3
September	1,555,606	1,860,166	19.6
October	2,130,046	2,775,431	30.3
November	2,188,342	2,683,494	22.2
December	2,324,567	2,850,000*	25.0*
Total	$21,452,732	$28,000,000*	30.5*

Gross network revenues for CBS:

	1933	*1934*	*% Increase*
January	$941,465	$1,405,948	49.3
February	884,977	1,387,823	56.8
March	1,016,102	1,524,904	50.1
April	775,487	1,371,601	76.9
May	624,256	1,255,887	101.2
June	553,056	925,939	67.4
July	445,414	630,290	41.5
August	499,638	513,315	2.7
September	547,203	700,491	28.0
October	1,125,793	1,752,601	55.7
November	1,277,459	1,682,959	31.7
December	1,372,716	1,700,000*	23.8*
Total	$10,063,566	$14,851,758*	47.6*

---

* *Estimated.*

WFI-WLIT Fusion Awaits FCC Action

Donald Withycomb to Manage Philadelphia Combination

GENERAL management of WFIL, Philadelphia, a fusion of WFI and WLIT, time-sharing stations of that city, it is reported, will be taken over by Donald Withycomb, manager of station relations of NBC, upon formation of the WFIL Broadcasting Co. within the next few days as the operating organization of the consolidated stations.

Actual change of the corporate organization awaits approval by the Broadcast Division of the FCC of voluntary assignments of the licenses of the stations to the new company. WFI is owned by Strawbridge & Clothier, of which Dr. Herbert J. Tily is chairman, and WLIT is owned by Lit Brothers, with Walter T. Crosscup as executive vice president. Both are large department stores and the ownership of the new full-time station will be retained by them. Samuel R. Rosenbaum, an attorney and banker of Philadelphia, will serve as president. The stations operate on the choice 560 kc. channel with 1,000 watts, and will constitute the basic NBC-WJZ outlet in Philadelphia upon formal approval of the consolidation.

Acts as Coordinator

MR. WITHYCOMB, who is now coordinating the activities of the two stations, will continue as manager of the NBC station relations department, probably for the next two months to assist in development of the proposed new station-rate readjustment plan which has been under consideration for more than a year and now is approaching completion. Upon the conclusion of that task, he will move to Philadelphia. His successor at NBC has not been named, but may be R. M. Brophy, assistant manager under Mr. Withycomb, who recently resigned as assistant general manager of the Canadian Marconi Co. to join NBC.

Mr. Withycomb has been with NBC since its formation in 1926, joining it along with M. H. Aylesworth, president.

"It is with great personal regret that I consider the departure of Mr. Withycomb from NBC," Mr. Aylesworth declared. "But I am proud to know that he has been selected to direct the important enterprise at WFIL. His wide experience in broadcasting will serve well the great Philadelphia listening audience."

Starch Sales Boosted

WITH three night programs weekly, Faultless Starch Co., Kansas City, increased sales more than 400 per cent in a recent transcription test with the "Forty-Niners" serial. The program is broadcast from WDAF, Kansas City; WOAI, San Antonio; WSM, Nashville.

AMERICAN TOBACCO Co., New York, is planning a new 1935 campaign for Lucky Strike cigarettes through Lord & Thomas.

Radio's Right to News Upheld by Court

U. S. Court Dismisses Associated Press Suit Against KVOS For the Broadcasting of Its News Dispatches

IN A REVOLUTIONARY opinion permitting unrestricted broadcasting of news over radio stations, once it is published in newspapers, Federal District Judge John C. Bowen of the United States District Court in Seattle on Dec. 18 dismissed the suit of the Associated Press against KVOS, Bellingham, Wash., in which the press association had alleged "pirating" of its news dispatches by the station from AP member newspapers published in the state.

If sustained by the higher courts, the ruling will reverse existing law respecting use by radio of dispatches published in newspapers, provided the newspapers already have been circulated. In substance, Judge Bowen based his conclusion on the fact that radio stations, in broadcasting these news dispatches, do not do so for profit, and that radio must be looked upon as a modern means of news dissemination which cannot be blocked for the protection of "private investment" in newspapers or press associations.

Appeal Expected

AN APPEAL to the Federal Circuit Court of Appeals in San Francisco is expected, with strong possibility that the case eventually will go to the U. S. Supreme Court. Judge Bowen dissolved a temporary restraining order against the station, discharged the "show cause" order, denied the petition for a temporary injunction, and dismissed the bill of complaint. In the opinion, he pointed out that the KVOS case was similar to that of the Associated Press against Station KSOO, Sioux Falls, S. D., in which Judge James D. Elliott of the U. S. District Court of South Dakota, on March 4, 1933, upheld the press association's property right.

If Judge Elliott entertained that view, the Seattle Justice declared, "this court finds itself respectfully unable to concur in it."

In its suit, the AP alleged that KVOS in its program called "Newspaper of the Air," broadcast three times daily, uses three AP newspapers, the *Bellingham Herald*, the *Seattle Post-Intelligencer* and the *Seattle Daily Times*, and "systematically reads therefrom the whole or most important paragraphs or parts, sometimes verbatim and sometimes slightly rearranging the wording of the most important and most interesting news items in those newspapers, including the items furnished to such newspapers by complainant and including news items gathered by its member newspapers as local news and belonging to complainant."

The Points Involved

JUDGE BOWEN explained at the outset that the case "is an important one" and that the proper consideration of it necessitated the 24-page opinion. "The record," he said, "discloses several points for decision, but the question most strenuously urged upon the court's attention is whether defendant radio station, not engaged in supplying news to other radio stations for broadcasting by them, can broadcast over its own station gratuitously to its radio listeners news reports supplied by complainant news agency to its member newspapers after these news reports have been printed in regular issues of the newspapers and distributed to the public."

JUDGE BOWEN

After reviewing the bill of complaint, answer and briefs, Judge Bowen stated his findings and the reasons therefor. The entire case was submitted by brief and there was no actual trial.

Social Aspects

HIS FINDINGS, summarized in the conclusion of the lengthy opinion, are as follows:

"This court holds that when general news furnished by complainant, or local news claimed to be under its control as regards republication, has been printed in a regular issue of complainant's member newspapers and that issue has been, in the ordinary course, published and distributed to the public, such news reports from that moment belong to the public, including the defendant and all others who may desire to use them, for all purposes except for sale by a rival news agency to its news publishing members, and that the mere fact that defendant disseminates gratuitously those news reports as a part of its radio service after they have been so received by defendant contemporaneously with other members of the public, does not prevent defendant from so receiving and using news reports, since such practice by defendant does not involve the pirating by one news gathering and distributing agency of news reports of another such agency, as was the case in International News Service v. Associated Press, supra.

"Another very important phase of this case is that disclosing the everlasting conflict between private enterprise and public interest. The case occasions restatement of the principle that improved instrumentalities for the advancement of social progress and public convenience, including agencies for improved free speech and free press, must not be discarded for the sake of private enterprise, unless such hindrance of the public interest be required by positive law or clear contract.

"To refuse the interpretation of its rights desired by complainant may as contended result in incidental financial loss to it, but, in the absence of law or contract, it is in this situation for Congress alone to abridge the public interest in favor of complainant's private enterprise; but Congress so far, even after giving the subject specific consideration in the past, has failed to take any action in the premises.

"The relative positions of complainant and defendant in the communication of news may be better understood by recalling to view the history of the important phases of development in the fields of transportation and communication. In the earliest period of our country's history communication of private dispatches and public news was by individual courier on foot or, like Paul Revere, on horseback. Later came the stage coach with the mails, always pressing onward to new frontiers. Next, the locomotive, or, as originally known, the "iron horse," developed the mail express, soon, however yielding a portion of its communications business to the telegraph and telephone, and later yielding much of its business to its present aggressive competitors, the motor bus, motor truck and airplane. In many instances, electric street railways have been forced out of business by the more convenient and efficient motor bus.

Private Investment

"THESE improvements and developments have occurred in the field of news communication as well as in transportation, and have facilitated and have been indispensable to the march of progress in which the public has been most vitally interested, and, in respect to them, the protection of private investment has had to yield to the convenience of the public. A fair construction of the true situation in the case at bar is that it involves an exemplification of the greater efficiency of modern news dissemination instrumentalities as compared with those of by-gone days, which, in those days, adequately served alike private enterprise and public interest.

"Complainant's and its newspaper members' facilities are not likely to pass into disuse as some news communication instrumentalities have in the past, but the service which complainant's facilities have rendered to the past or may render to the future cannot be employed to hinder the use of more modern means, including those of the defendant radio station, which, in some respects, surpass complainant's facilities to an extent comparable to the advantages of the airplane over those of the railroad train.

Dedicated to Public

"ACCORDINGLY, the proper protection of complainant's business, news service contracts and invested capital cannot justify withholding from the public the more speedy and more extensive dissemination of news through the improved instrumentalities of defendant radio station and others similarly situated, even when news reports broadcast by defendant or others gratuitously to their listeners have been taken from sources originated or controlled by complainant, if the reports have already been dedicated to the information of the public in a publicly distributed issue of complainant's member newspaper, unless such dissemination is in violation of some clear contract between complainant and defendant or complainant's member newspapers, or in violation of some positive law or well defined general rule of conduct.

"This court is advised of no such positive law, contract or rule of conduct, applicable to the facts here; and upon the foregoing considerations of fact and law the court concludes that the bill states no cause of action in equity nor any facts entitling complainant to the injunctive relief now sought.

"The temporary restraining order will be dissolved, the defendant must be discharged from the show cause order, and the temporary injunction will be denied. As in the court's view the bill cannot in any event succeed, it must be dismissed. Counsel may propose appropriate form of order."

In his opinion, Judge Bowen reviews the pleadings made in the case by B. W. Howard and John W. Kendell, of Bellingham, attorneys for the AP, and by Kenneth C. Davis, of Seattle, and William H. Pemberton, of Olympia, counsel for KVOS. Among other things, the opinion brought out that the AP contended KVOS, in its use of news items allegedly pilfered from the member papers, is in competition with the three newspapers; that the station conducts the news broadcasts as a part of its business; that the station is a business enterprise for profit, the profit being derived from sale of time over its station for advertising purposes; that the value of such time for advertising purposes depends practically entirely upon the popularity of the station; that the object and purpose of the news broadcasts is to popularize the station and to induce more people to listen, "whereby the value of time over defendant's broadcasting station for such advertising purposes is enhanced."

Business Rivalry

THE CONTENTION is made that the major portion of the revenue of the newspapers is derived from advertising; that the value of newspaper advertising space depends largely upon the number of readers, and that the number of readers depends practically entirely upon the freshness and interest of the news, intelligence and information contained in the news-

(*Continued on page* 37)

Two New Stations In Canada Prepare For Early Opening

Use of 530 kc. Is Considered; Several Wave Shifts

By JAMES MONTAGNES

THE NEW YEAR starts with a new Canadian Radio Commission station at Windsor, Ont., opposite Detroit, ready for operation on 600 kc., with 1,000 watts daytime and 500 watts in the evening. CRCW, the call letters of the new station, will operate from the same building as CKLW, joint engineers being in charge of both transmitters. The aerial systems of the two transmitters will be at right angles. This arrangement is temporary, according to official sources, and it is expected that CRCW will open its own studio later. Jack Radford has been named manager of CRCW. He formerly was with CRCT.

CFCO, Chatham, is being switched on Jan. 1 from 600 kc. to make room for CRCW, and will occupy 1,050 kc. CKSO, a new 1,000-watt station at Sudbury, where the rich nickel mines of northern Ontario are located, is scheduled to open soon on 780 kc. The station is owned by the *Sudbury Star*.

Receiver Problems

THE REPORTED placing of CRCW on 530 kc. is said unofficially to have had possibilities, had it not been for the intervention of Canadian radio manufacturers who pointed out that their sets would not pick up the station. When this was not sufficient pressure, the story goes, the manufacturers called up the Federal Communications Commission in Washington and had them phone the Canadian Radio Commission to point out that international radio law would not allow a 1,000-watt station to broadcast within 1,500 miles of a seaport on that frequency. This seems to have done the trick, and after some juggling of station frequency assignments the new commission station has been assigned to 600 kc.

However, this by no means finishes the possible us of 530 kc. by Canadian stations. In a conversation with a high commission official it was intimated that Canada would endeavor by international agreement to have the broadcast channels widened at both ends. All-wave receivers were pointed out as being capable of receiving stations on 530 and 520 kc., and with their more universal use as old radios are replaced, the Canadian official did not think there would be too great difficulty in procuring more channels by widening the present band.

Joseph L. Hardig

JOSEPH L. HARDIG, vice president and general manager of Campbell-Ewald Co., Detroit, died Dec. 17. He became general manager in October when D. P. Brother resigned to form his own agency in Detroit. Mr. Hardig had been with Campbell-Ewald Co. for 18 years, handling various General Motors and other big accounts.

Agency Promotions

ALBERT D. LASKER, chairman of the board of Lord & Thomas for eight years, has succeeded Ralph V. Sollitt, president and treasurer since 1931, who resigned in December. Mr. Sollitt continues as a director. Several promotions also have been announced. Stuart Sherman, David M. Noyes and Ralph D. Allum, of the Chicago office, become vice presidents. In the New York office, Sheldon R. Coons is executive vice president and Montague H. Hackett, Thomas M. Keresey and Steve Hannagan are vice presidents. Mr. Hackett also is a director. T. W. Braun leaves the agency and will become active head of Braun & Co., marketing economists, in San Francisco. Don Francisco becomes executive vice president in the Los Angeles office and William R. Sachse continues as secretary in Chicago.

Selling Beverage

A TWO-HOUR Saturday night jamboree feature that has increased the sponsor's business approximately 400 per cent and has won a 52-week renewal have developed into one of the most popular features over WRBX, Roanoke, Va., according to John H. Moses, managing director. Sponsored by Nehi Inc., Columbus, Ga., the program is an all telephone request feature. As the calls are received, the names, addresses and selections are read over the air, and the address of the nearest Nehi "Par-T-Pak" dealer is given. At the end of the two-hour show, all the name slips are placed in a hat and the first one drawn receives a case of Par-T-Pak gingerale or some other Nehi product.

COMPLETE station and agency listings and directories of FCC Rules & Regulations, transcription companies, station representatives, equipment manufacturers, etc., are a few of the many special features that will be found in the 1935 Yearbook edition of BROADCASTING.

European Society Guarantees Its List

Assures NAB Against Any Loss From Infringement Actions

ASSURANCES have been received by the NAB from the Society of European Stage Authors and Composers, Inc., that it will guarantee the entire catalogue of European musical compositions licensed to broadcasting stations for public performance and "hold harmless and indemnify" licensed stations from loss through possible infringement actions, it is revealed in an exchange of correspondence between Philip G. Loucks, NAB managing director, and Paul Heinecke, president of SESAC.

The correspondence, made public Dec. 17, included a letter from Mr. Loucks propounding a series of questions relative to the SESAC status in the copyright field, and a reply from Mr. Heinecke categorically answering them.

Protection Assured

ON THE QUESTION of guaranteeing its catalogue, Mr. Heinecke wrote: "We note that in your letter you inquire hypothetically about the possibility of a demand or claim being made on a licensee by another in connection with the rendition of a composition covered by our license.

"While this inquiry, we would respectfully point out, is entirely academic, inasmuch as during the five years of our existence no such claim or demand against any station or performer has been made, nevertheless, be assured that if such a contingency were to occur, both from our own standpoint in protecting our rights, as well as from the desire to cooperate with, and relieve the NAB member of the annoyance and inconvenience which would be occasioned thereby, we would, legally and otherwise, upon ten days' notice to us in writing by United States registered mail, after the making of such claim or demand, personally defend and thereafter, if necessary, hold harmless and indemnify the NAB member from loss through such possible situation occurring by reason of the member's performance of musical compositions licensed for performance by us according to the terms and conditions of the standard license."

To Widen Repertoire

MR. HEINECKE also declared in his letter that the size of the SESAC present repertoire will be maintained and that it expects to increase its repertoire in the future. As to restrictions of compositions—a serious bone of contention with ASCAP—he said his organization's policy "does not countenance restrictions of any sort which would lessen or impair the value of the license, and SESAC will at no time issue lists of restricted titles of musical compositions which aggregate in excess of 10 per cent of its repertoire."

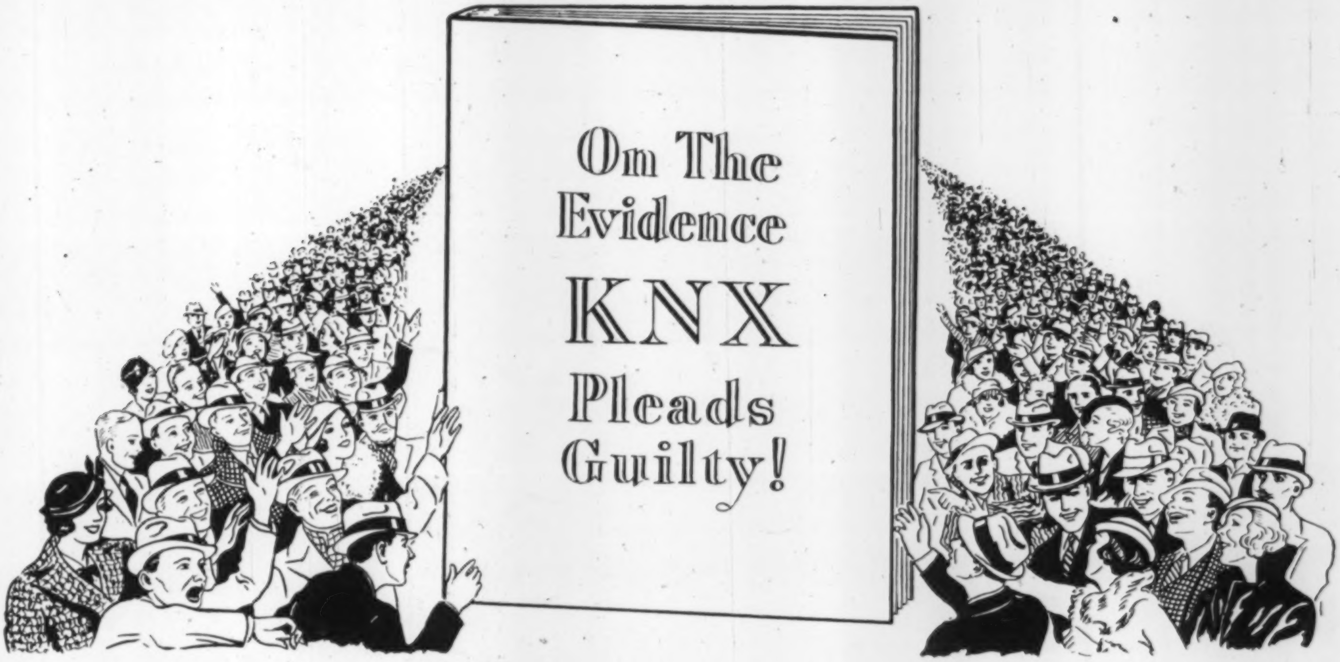
Regarding announcements of title and composer, and of the musical production of sound film, if the composition is taken therefrom, Mr. Heinecke said the announcement of title and composer is required in the interests of the author and composer, "but where the station, in certain instances, finds it inconvenient to make such anouncement, and informs SESAC thereof, permission is granted to waive these announcements."

A number of stations desiring use of the SESAC catalog have taken licenses from the organization, along with the major networks. The organization recently launched a drive for licenses among broadcasters.

New Local Station

SUSTAINING Examiner Ralph L. Walker, the FCC on Dec. 4 authorized a new station at Ponce, Puerto Rico, to operate on 1420 kc., 100 watts night and 250 watts day, specified hours. The applicant is Julio M. Conesa, and the order became effective Dec. 18.

ABS MEETING—Claiming establishment of a precedent in network broadcasting, owners and operators of stations affiliated with the newly formed American Broadcasting System met in New York Dec. 11 with 100 per cent representation. The meeting was called by George B. Storer, president of ABS, to discuss results of and reactions to the first few weeks of operation of the network. Since the meeting WCOL, Columbus and WJW, Akron, have joined the network. Those in attendance, left to right, top row, are: Edward Aleshire, ABS, vice president in charge of sales research and development; Albert A. Cormier, ABS, vice president in charge of sales; William Pote, WMEX, Boston; James K. Norris, ABS, vice president and treasurer; Alfred Pote, WMEX, Boston; C. R. McCollough, WDEL, Wilmington, Del.; Robert Thompson, KQV, Pittsburgh; William J. Pape, W1XBS, Waterbury; Harold Smith, WABY, Albany; Fred Weber, ABS vice president in charge of network operations; Roy Albertson, WEBR, Buffalo; H. J. Brennen, KQV, Pittsburgh; William A. Clark, WFBE, Cincinnati. Bottom row: Left to right: Benedict Gimbel, Jr., WIP, Philadelphia; Ralph G. Matheson, WHDH, Boston; Ralph J. Atlass, WJJD-WIND, Chicago; William S. Cherry, Jr., WPRO, Providence; Mr. Storer; John Elmer, WCBM, Baltimore; H. H. Howell, WEBR, Buffalo; James Hughes, WHBF, Rock Island; L. A. Benson, WIL, St. Louis.



40,000 Consumers

Tell You About the Outstanding Effectiveness of KNX

Agencies and advertisers who have used KNX have told us and we have told others that "mail response proves KNX pulling power in 11 western states," "KNX gives coverage of the entire Pacific Coast at lowest cost," "coast coverage at the cost of a 'local' broadcast," "lowest milline radio buy," etc.

But now you don't have to take their word for it, nor ours. The voice of 40,000 consumers is concisely reflected in a booklet which is yours for the asking. It's just off the press——send the coupon today.

FREE Booklet! Send Coupon To Nearest KNX Office . . .

GENTLEMEN:

40,000 is a lot of consumers. I am interested in any analysis of their response to KNX. Send me your FREE booklet.

NAME ....

ADDRESS ....

CITY .... STATE ....

KNX

"THE VOICE OF HOLLYWOOD"—*Speaking with 50,000 Watts on National Cleared Channel*

Hollywood, California

GREIG, BLAIR & SPIGHT, Inc., Representatives

SAN FRANCISCO OFFICE
Lindsey Spight,
485 California St.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

DETROIT OFFICE
J. Curtis Willson,
New Center Bldg.

NEW YORK OFFICE
Humboldt J. Greig
342 Madison Ave.

Rep. Prall to Be Appointed to FCC

Will Succeed Hampson Gary, Slated for Diplomatic Post; Commission Cold to Proposals for Class Allocation

ANNING S. PRALL, veteran of a dozen years in Congress as a New York Democrat, will be appointed to the FCC by President Roosevelt when Congress convenes on Jan. 3 and upon assumption of office will become chairman of the Broadcast Division.

In that post he will succeed Hampson Gary, Texas Democrat, who has served on the FCC since last July as an interim appointee until Mr. Prall could become eligible for appointment with the expiration of his term in the House, which is simultaneous with the convening of the new Congress. Mr. Gary, it is learned in official circles, is slated for another official post, possibly in the diplomatic corps, in which he has a distinguished record attained during the Wilson administration.

This became known after the entire membership of the FCC conferred with President Roosevelt at the White House on Dec. 22. While no announcement was made either at the White House or by individual members, it was ascertained that Mr. Gary would submit his resignation as an FCC member and that Mr. Prall would be appointed.

FCC Progress Report

THE FCC gave to the President a progress report since its formation last July on all phases of its activity, dwelling particularly upon investigations conducted by the three divisions pursuant to the provisions of the Communications Act and upon which reports are due by Feb. 1. This information presumably will be used by the President in his message to Congress on Dec. 4.

Out of the White House discussion came the distinct intimation that the FCC is apathetic to proposals for class allocation of facilities as proposed at the so-called "educational" hearings held last autumn. It is believed therefore, that on the weight of the testimony at the hearings before the Broadcast Division, the FCC will recommend to Congress, in reply to its mandate involving class allocations, that the status quo be maintained, possibly with the additional suggestion that greater cooperation between commercial broadcasters and educational, religious and non-profit groups be developed voluntarily, rather than by Congressional action.

Since the change in administration, Mr. Prall has been a recognized majority leader in the House. He is well acquainted with the President, having been a member of the New York Tax Commission and head of the New York Board of Education for a time during Mr. Roosevelt's tenure as governor of that state. Mr. Prall's immediate sponsor is Senator Robert F. Wagner (D.) of New York, close personal friend and one of the President's advisors. Both Senator Wagner and Mr. Prall were injured last August in an automobile accident while en route to Canada for a hunting trip. The Senator recovered rapidly, but Mr. Prall suffered a broken leg and has been convalescing since, but is now prepared to take office.

Contact With Congress

DURING most of his career in the House Mr. Prall has been in charge of Democratic patronage. He is highly regarded by members of both houses identified with radio legislation and is considered the logical contact with Congress for the FCC. Last February, he was named by President Roosevelt as a member of the former Radio Commission, to succeed William D. L. Starbuck, Democrat, of Connecticut, whose term had expired.

Rep. Prall, however, decided to conclude that session of Congress, which adjourned in June, before taking office, but in the meantime Congress abolished the Radio Commission and established the FCC. He was not eligible to serve on the new agency because of the Constitutional provision that a member of Congress may not serve on an agency created by a Congress of which he was a member. It was then that Mr. Gary, a practicing attorney in New York and Washington, was given the interim appointment.

Mr. Prall will be given a seven-year term, but whether it will date from Jan. 3 when he is expected to assume office, or from July 11, the date on which all other appointments were made, is not yet known. It is possible that he will be nominated by the President to conclude the one-year term of Mr. Gary, which ends July 11, and to begin his own seven-year term from that date.

The balance of the commission personnel on the Broadcast Division will remain the same. In addition to Mr. Prall, Col. Thad H. Brown will continue as vice chairman, and Chairman E. O. Sykes of the full FCC will serve as the third member. Theodore L. Bartlett, assistant to Mr. Gary, probably will leave with him. Mr. Prall is expected to bring with him Miss Virginia Hildebrand, his secretary as a member of the House, and later may name an assistant replacing Mr. Bartlett.

Radio will figure only casually in the early deliberations of Congress, which convenes Jan. 3, but is likely to become a hot legislative topic toward the end of the new session, or along about spring.

This was the composite view of chairmen of committees identified with radio legislation and of other members generally recognized as radio authorities in the two houses, expressed just before the new Congress was to convene. The concensus is that no important legislation affecting radio has a chance of serious consideration until the FCC submits to Congress a report on investigations it has conducted, together with recommendations for new legislation. The report is due Feb. 1. Considerable time will be required, it is expected, for the committee in each House to digest this report and shape legislation in accordance with it, in case any is required.

It is probable that additional reports will be submitted after Feb. 1, but the main report in all likelihood will cover broadcasting recommendations.

It is naturally expected that a number of measures affecting radio will be thrown into the legislative hopper as soon as Congress convenes. In the main, these probably will be "repeaters" from previous sessions which have died in committee, and which, as things stand now, will get little serious attention in the committees entrusted with such matters.

Committee Status

SENATOR WHEELER (D.), of Montana, who will succeed the retiring Senator Dill, of Washington, as chairman of the Senate Interstate Commerce Committee, feels that nothing should be done about radio legislation until the FCC has had opportunity to submit its report. In this view he is joined by such figures as Senator White (R.), of Maine, also a member of that committee and co-author of the original Radio Act, and by Chairman Rayburn (D.), of Texas, of the House Interstate and Foreign Commerce Committee, and Chairman Bland (D.), of Virginia, of the House Merchant Marine, Radio & Fisheries Committee.

Senator Wheeler declared it was his plan to organize his committee as soon as possible after convening of Congress to consider, among other things, the nominations of the seven members of the FCC. The prevalent view of committee members is that the FCC group will be confirmed without controversy, unless there are unforseen developments.

Senator Wheeler announced that it was his intention to call the FCC members before the committee for examination prior to confirmation. The committee desires particularly to inquire into their familiarity with the subject, their previous experience and background, and whether they had divested themselves of personal investments in companies which are subject to regulation of the FCC, as required by the law.

Talk inspired by Edgar Howard, former Democratic representative from Nebraska, who was defeated by Karl Stefan, Republi-

(*Continued on page 36*)

Removal of Objectionable Advertising As Result of Survey Claimed by FTC

Federal Board Praises Broadcasting Industry for Its Help in Carrying Out Study of Continuities

Mr. Adams

HIGHLY beneficial results are being achieved in the elimination of obviously false and misleading advertising from radio programs as a result of the survey of radio advertising continuities inaugurated last summer by the Federal Trade Commission, in enlarging its campaign against such advertising matter in newspapers and magazines, E. J. Adams, chairman of the special board of investigation of the FTC stated Dec. 27 coincident with the release of the Commission's annual report to Congress.

In the report the Commission praises the "gratifying" cooperation it has had from stations, networks and transcription companies in the filing of their continuities and points out that this scrutiny of radio advertising is being conducted with a minimum expense to the Government as well as to the industry "because of the cooperation of members of the industry and the system of procedure developed."

Few Require Scrutiny

MR. ADAMS brought out that only 12 per cent of the 183,000 continuities received during the first call for them from the industry had been set aside for further examination after preliminary review, the balance having been passed over as entirely proper. Since then, the FTC has issued a second call for continuities under a "staggered" plan whereby stations in the five radio zones submit continuities for varying two-week periods. All told, it is estimated that as of Jan. 1, some 270,700 continuities will be in hand, with preliminary review given to 215,000, and with a total of some 27,500 held over for further review, as compared to the 22,000 set aside for further study on the first call.

Covered in the some 22,000 continuities set aside in the first call for further examination, according to Mr. Adams, were 671 separate commodity groups. Of these, 262 related to drugs and remedies; 96 to foods and 48 to cosmetics or beauty culture, or 406 items covering drugs, foods and cosmetics. This represented about 60 per cent of the aggregate number of commodity items, with the balance covering a wide variety of articles and merchandise.

Network Returns

THE SECOND CALL for continuities, effected by zones, Mr. Adams explained, covered the Fourth or Middlewestern zone for the period from Nov. 15 to Nov. 30, and the Second or East-Central Zone from Dec. 1 to 15. The zone calls affect only the stations, and are designed to spread the routine work at the Commission. National and regional networks and the transcription companies submit their continuities on a weekly

(*Continued on page 38*)

LARGEST AUDIENCE

MORE THAN ALL THE REST COMBINED

WDAF (owned and operated by The Kansas City Star) presents here the percentage results of a listening habit survey made the week of October 7 to October 13, broken down into hours of the broadcast day and certified by Ross-Federal Service, Inc. (Complete survey in detail available through any WDAF representative.)

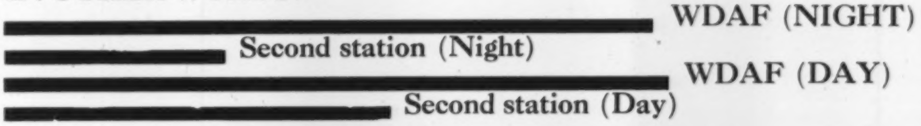
	WDAF	2nd Station	3rd Station	4th Station	All Others
7-8 A. M.	49.7%	23.8%	16.0%	8.8%	1.7%
8-9 A.M.	51.1%	23.7%	14.0%	6.5%	4.7%
9-10 A. M.	50.5%	21.6%	19.1%	5.4%	3.4%
10-11 A. M.	48.1%	26.2%	17.5%	6.8%	1.4%
11-12 Noon	50.9%	26.4%	14.8%	7.9%	0.0%
12-1 P. M.	50.2%	26.6%	16.9%	4.8%	1.5%
1-2 P. M.	55.9%	23.9%	13.6%	4.7%	1.9%
2-3 P. M.	63.8%	23.8%	7.1%	1.9%	3.4%
3-4 P. M.	59.5%	22.8%	13.5%	3.3%	.9%
4-5 P. M.	48.8%	34.6%	10.9%	3.8%	1.9%
5-6 P. M.	54.0%	34.0%	7.0%	2.8%	2.2%
6-7 P. M.	61.4%	27.1%	6.7%	1.9%	2.9%
7-8 P. M.	61.0%	25.0%	9.3%	3.0%	1.7%
8-9 P. M.	55.9%	32.4%	8.9%	.9%	1.9%
9-10 P. M.	65.9%	27.6%	3.8%	1.1%	1.6%
10-10:30 P. M.	59.4%	33.4%	5.2%	1.0%	1.0%
ALL HOURS	55.3%	26.9%	9.7%	5.7%	2.4%

GREATEST AREA

WDAF has the greatest *primary coverage area* of all Kansas City broadcasting stations. Here are the figures in square miles:

WDAF PRIMARY COVERAGE (Night)	41,505 Sq. Miles
Second station (Night)	12,126 Sq. Miles
WDAF PRIMARY COVERAGE (Day)	41,505 Sq. Miles
Second station (Day)	26,169 Sq. Miles

IN OTHER WORDS:



LOWEST RATES

WDAF has the *lowest rates.* Advertisers who take the trouble to make comparisons will find that program for program, period for period, schedule for schedule, WDAF's rates in dollars and cents are actually lower in many cases than those of its nearest competitor, without reference or allowance for WDAF's vastly superior coverage. When coverage and listener preference are taken into account, WDAF's rates are, *in all cases,* away and by far the lowest of all Kansas City stations.

Advertisers in The Kansas City Star receive a special discount. "Any WDAF advertiser who spends an equal amount of money in the same calendar month in the Daily, Sunday or Weekly Star for display advertising is entitled to a 25% discount from the regular broadcasting rates."

WDAF

OWNED AND OPERATED BY

THE KANSAS CITY STAR

. . . and MAY YOU HAVE

"TWINS"

During 1935!

We mean, of course, may you have the "TWINS", Minneapolis and St. Paul, on your schedule during 1935! For the Twin Cities' Trade Area—where 74.3c out of every dollar in Minnesota are spent—is in the very heart of the 9TH U. S. RETAIL MARKET, and is certain to remain one of the richest markets in America.

And remember, please, that in this market, the recent ERNST & ERNST SURVEY revealed these significant percentages of listener preference:

KSTP	50.1%
Station B	36.5
Station C	6.0
Station D	4.5
Other Stations	2.9

W-H-E-R-E and W-H-E-N Minneapolis and St. Paul L-I-S-T-E-N is where and when they B-U-Y!

Ask to see the Certified Copy of this Survey at any of our branch offices. And for other proved facts communicate with FORD BILLINGS, General Sales Manager, KSTP, Minneapolis, Minn., or our National Representatives: New York—Paul H. Raymer Co. . . . Chicago, Detroit, San Francisco—Greig, Blair & Spight, Inc.

KSTP

MINNEAPOLIS—ST. PAUL

DOMINATES THE 9th U. S. RETAIL MARKET

Sales of Receiving Sets Exceed 1933 Mark 40%

SALES of radio receiving sets during 1934 will run about 5,350,000, a 40 per cent increase over 1933, according to Dun & Bradstreet, Inc., in a year-end review of the radio industry. From 60 to 65 per cent of the units sold represent replacements. The year will exceed the 1929 record of 4,438,000 units, although it will run below 1929 in gross volume due to the popularity of the smaller and cheaper models.

"Considerable replacement business," states the Dun & Bradstreet survey, "has been received from agricultural districts where sales had been few more than three years, owners now turning in their old sets for the new all-wave models. The many pay-offs during the year, which gave consumers money which had been considered lost, the higher prices for cotton, tobacco and the general run of farm products which placed more cash in agricultural districts than in five years, and the steadier trend of employment have permitted deferred desires for radio ownership to be satisfied to the freest extent possible since 1929.

"Although all previous records were outdistanced during 1934, current indications reveal a stronger uptrend of demand during the first quarter of 1935."

RADIO spots are included in a big new advertising campaign undertaken for the Olds Motor Works, Lansing, Mich., by D. P. Brother & Associates, Detroit.

RMA Develops Program To Coordinate Progress In Facsimile Broadcasts

ORGANIZED development of facsimile research, looking toward production and marketing of such devices for home use as an adjunct of sound broadcasting, is being undertaken by the Radio Manufacturers Assn., which has designated a special committee on this subject.

According to an announcement by RMA, the Facsimile Committee has already begun to function, starting work on nomenclature and standardization. E. W. Engstrom, of RCA Victor Co., Camden, N. J., has been designated chairman of the group, which was organized by Dr. W. R. G. Baker, chairman of the engineering division of RMA, and vice president of RCA Victor Co., Inc., Camden, and Virgil M. Graham, of the Standards Committee.

"The romantic appeal as well as the service aspects of facsimile are both being considered by the RMA engineers in directing scientific progress toward eventual development of a practicable facsimile broadcasting system," the RMA stated. "The drum type of facsimile apparatus is now in use but eventual development of a continuous type of recorder, taking its paper from a feed roll, is regarded as the ultimate practical solution for broadcast facsimile recording. Higher speed also is an engineering goal."

WSPD

PRODUCES RESULTS

Representatives:
Jos. H. McGillvra
485 Madison Ave.
New York, N. Y.

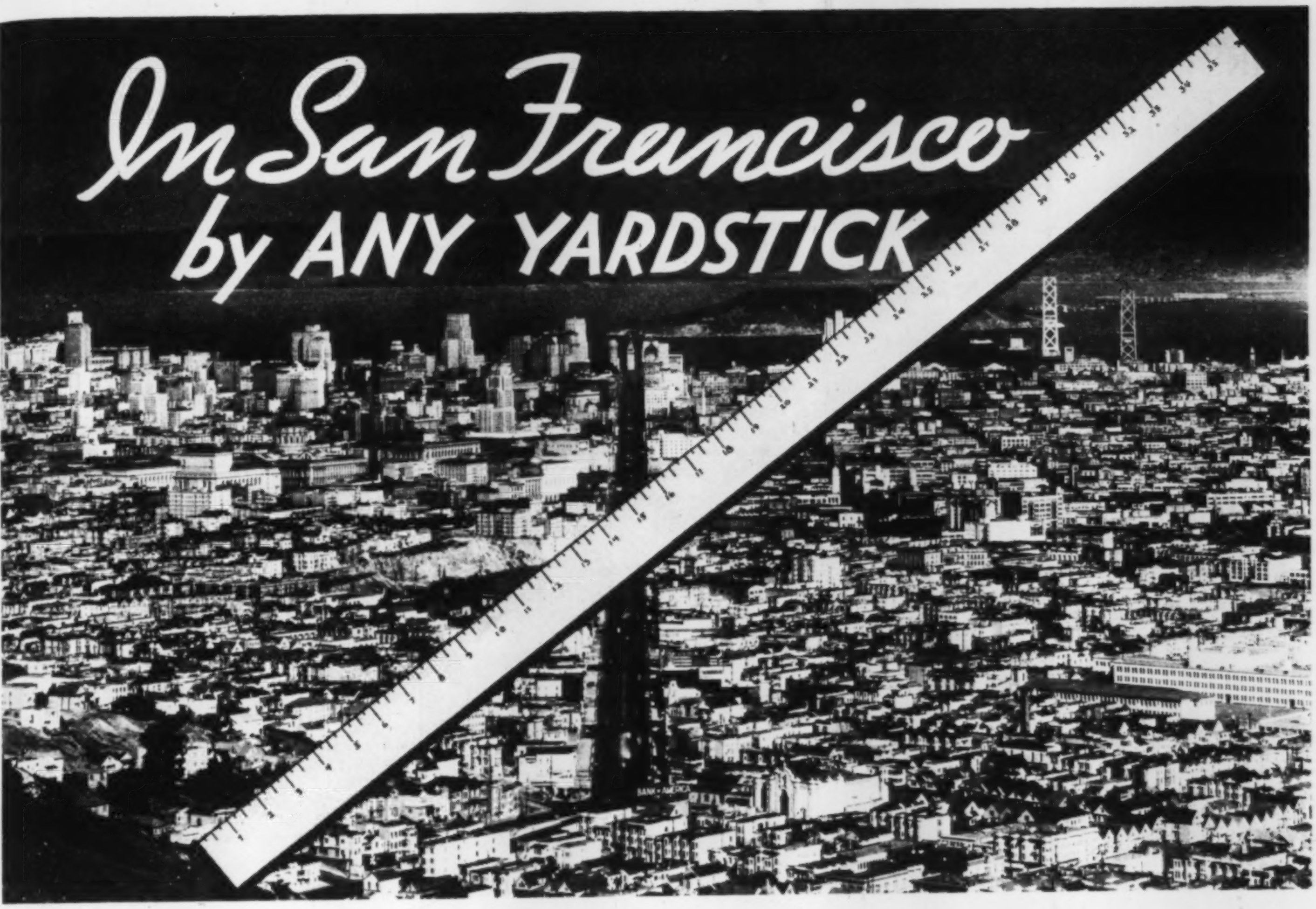
John Kettlewell
230 N. Michigan
Chicago, Ill.

Here are a few reasons why!

- WSPD is on the Columbia Basic network.
- The ONLY Radio Station in Toledo and Northwestern Ohio.
- WSPD presents your message in a market of 1,000,000 people.
- WSPD can honestly claim a 90% Listening Audience.

The Toledo Broadcasting Co.

COMMODORE PERRY HOTEL—TOLEDO



KFRC offers spot broadcasters the lowest rate per thousand listeners in the entire "Bay Area"

Write for full details

The DON LEE Broadcasting System

KHJ	Los Angeles
KFRC	San Francisco
KGB	San Diego
KDB	Santa Barbara
KFBK	Sacramento
KWG	Stockton
KMJ	Fresno
KERN	Bakersfield

Blankets California!

KFRC

The Don Lee Broadcasting System • 1000 Van Ness Avenue, San Francisco

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

Representatives: RADIO SALES, INC.
New York City: 485 Madison Ave. . . Chicago: 410 N. Michigan Ave.

LOS ANGELES OFFICE
Don Lee Building, Seventh and Bixel Streets

FIRST "REGIONAL" STATION IN THE SOUTH TO USE

5,000 WATTS

IS KTSA

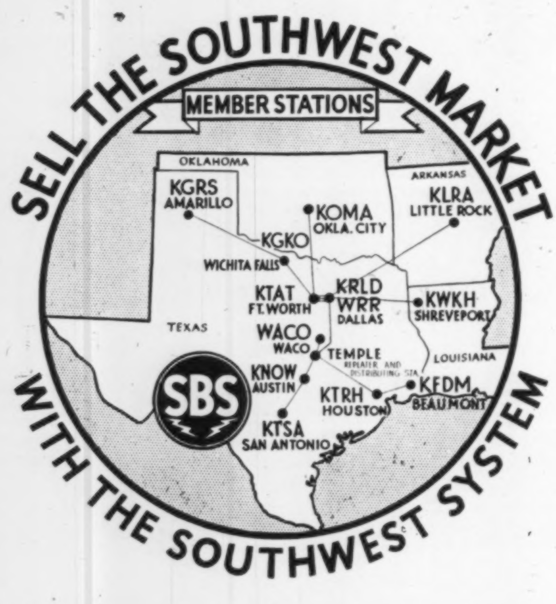
SAN ANTONIO

- - THE SBS NETWORK'S

SOUTHERN-MOST OUTLET

December 11th KTSA was upped from 2500 to 5000 watts daytime service becoming the first regional station in the South and the second in the nation to operate on 5,000 watts. With a frequency of 550 kilocycles, KTSA has a wide reception area covering the important San Antonio zone and the rich Rio Grande Valley most adequately. It is a valuable coverage unit in the SBS network whose 12 stations give the most complete and intensive Southwestern radio coverage.

You enjoy extreme flexibility of program presentation with the SBS network. Programs may be fed from any one or more of SBS's 12 stations—as many as 6 or 7 during a single broadcast period if talent location or sales strategy should dictate. You also have the advantage of High Fidelity lines in using the SBS network. Let SBS help speed your sales in the responsive Southwest market.



SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President . . . Fort Worth, Texas

GREIG, BLAIR & SPIGHT, Inc.
NEW YORK CHICAGO DETROIT
SAN FRANCISCO LOS ANGELES

RADIO GOVERNMENT
Roosevelt Administration Sets Record for Broadcasts

RADIO appearances of President Roosevelt in 1934 doubled the 1933 record, totaling 23 for the year, or 41 since he entered the White House, according to NBC statistics. Of these, six were "Fireside Chats." Mrs. Roosevelt set a record for "First Ladies," speaking 28 times during the year, 45 since March, 1933. Mrs. Hoover spoke only ten times over the air during the prior administration.

Vice President John N. Garner has spoken but once since taking Office, but cabinet members were unusually active, making 78 network appearances. Postmaster General James A. Farley heads this list with 22 broadcasts, challenging Secretary of Agriculture Henry A. Wallace's record of 21 in 1933. Secretary Wallace and Secretary Ickes, of the Interior Department, each spoke 11 times in 1934.

Sixteen assistant secretaries, of the "Little Cabinet," spoke a total of 34 times, more than doubling their own record. Members of Congress were active on the air, 53 Senators having spoken 136 times in 1934, and 84 Representatives having appeared 172 times.

In newer Federal agencies, General Hugh S. Johnson, former NRA head, was on the air 11 times and Chester Davis, AAA administrator, spoke 10 times. The Department of Agriculture had 185 speakers on the Farm and Home Hour, consuming 83 hours of network time.

Pacific Colleges Approve Sponsored Football Time

THE PACIFIC Coast college conference has unanimously approved broadcasting of football games in 1935, but makes the reservation that each must be approved "subject to securing a satisfactory arrangement with a responsible sponsor." This has been interpreted to mean that the price would be raised above the $60,000 obtained in 1934 from Associated Oil Co., of San Francisco.

Under the 1934 plan, no college in the conference was permitted to withhold broadcast privileges from other stations. The University of Southern California, for example, in several instances permitted unsponsored programs besides the Associated Oil broadcasts. It is believed that $100,000 would be asked for the 1935 radio privilege, with possibility of shading the figure during negotiations.

Four Stations Get 5 kw.

INCREASES in daytime power to the new regional station maximum of 5,000 watts were granted by the Broadcast Division of the FCC on Dec. 18 to four stations—WTCN, Minneapolis; WNAX, Yankton, S. D.; KHJ, Los Angeles; and KFRC, San Francisco. Simultaneously, similar applications of KDYL, Salt Lake City; WEEI, Boston; and WHK, Cleveland, were designated for hearing, as was the application of WTCN for a shift in frequency from 1250 to 680 kc. (clear channel assigned to KPO, San Francisco).

KSD
A DISTINGUISHED BROADCASTING STATION
IN ST. LOUIS

During 1934
KSD
More Than
DOUBLED
the
Number of its
ADVERTISERS.
Compared With 1933

NBC
Red
Network

RESULTS
CAUSE
GROWTH

STATION KSD — THE ST. LOUIS POST-DISPATCH
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

And so her **WORKING - PLANNING - SHOPPING** day begins

Reach her at home from break of day to nightfall by RADIO

The rich Tri-State area has its full share of the great radio audience of women working at home in the daytime.

They are the planners, workers, and shoppers of American families. Their days begin with feeding a million Juniors and packing them off to school; with satisfying the appetites of a million Seniors and seeing them safely aboard trolley cars, busses and "8:15's." *These women have come to depend upon radio to aid them in solving the problems of homemaking.*

To sell this special Daytime audience in the Tri-State area, use KDKA. The pioneer radio station of the world, a giant in power, and as popular locally as it is famous nationally, KDKA has a definite influence on their buying habits.

KDKA PITTSBURGH 50,000 WATTS

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

NEW YORK	WASHINGTON	CHICAGO	SAN FRANCISCO
WEAF & WJZ	WRC & WMAL	WMAQ & WENR	KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1935, by Broadcasting Publications, Inc.
EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Insuring the Future

ZEAL for a banner 1935, which the broadcasting industry is entering with its best prospects in history, must not dim a fundamental concept of American radio: That it exists primarily as a public service. Every radio advertiser, every advertising agency and every station manager must keep uppermost in mind the fact that radio exists not merely for advertising messages but for the entertainment and enlightenment of the people. The moment radio "sells out" its time to advertisers, that moment it will be in dire danger of complete extinction as a free American enterprise.

We sound this note of warning as protagonists of commercial radio, which during the last year has proved how faithfully it is meeting public trust and at the same time that it can be operated profitably under prudent management. There is no question that commercial messages are achieving a new technic that is pleasing the public and at the same time detracting nothing from their effectiveness. The Federal Trade Commission's surveys have proved that radio is cleaning its own house most satisfactorily.

But greed for dollars, even though they are there to be obtained, must not be the impelling motive of the broadcasters, large or small. The last year's record time sales and the excellent prospects for this year indicate that there will be demand for nearly every hour on the air, day and night. The broadcasters are beyond the point where the loss of a few accounts, whether because time cannot be cleared or because the product and its message do not pass muster, means any threat to their livelihood. They cannot afford to forget that certain hours—favorable hours, too—must always be kept available for civic, educational and other public service programs of a non-profit character. These may mean dollars out of pocket, and even loss of audience in their lack of interest when handled by inexperienced speechmakers and pedagogues, but they are definitely in the public service category—and the public service stations render, as well as the entertainment they give, determine their right to hold radio franchises.

Next—Facsimile

IN A ROUTINE announcement, the Radio Manufacturers Association has made known that a special technical committee is working on the standardization of facsimile development. To everyone in radio, however, and to the public at large, that action is far from routine, for it signalizes a big step in the direction of introducing facsimile as a medium of practical picture broadcasting—a phase of the visual art that is destined to develop far ahead of the over-ballyhooed television.

Facsimile, or still picture transmission, unlike television, or the motion pictures that ultimately will be carried by radio, is technically practicable today, say the engineers. There is need for coordination and standardization before any sufficient number of broadcasters can be induced to establish facsimile broadcasting stations and before the public can be induced to purchase the receiving apparatus. Moreover, it is desired to find the propitious time, economically, to introduce this new radio art.

Within two years, we are told by those who should know, facsimile will be ready for introduction—after the all-wave receiver market has tapered off. To the advertiser facsimile will provide a means whereby he can show his merchandise visually to all within the living room. There will be sound accompaniment too, so he can describe his wares while his audience views them.

The broadcasters of today, naturally, should be the facsimile broadcasters of 1937 and 1938. Those who foot the audible radio bill, perhaps augmented by others, should be the facsimile sponsors. But there will be plenty of others who will try to elbow into this field, jealous of the progress of sound radio and the opportunities many of them muffed a decade ago. Progressive broadcasters will watch the development of facsimile, and be prepared to offer it to the public as a public service when it attains the necessary degree of practicability.

The Bellingham Case

ON THE SOUND premise that progress cannot be stopped and that radio is a much faster and more efficient disseminator of news than the newspaper, Federal Judge John C. Bowen, of Seattle, has ruled that broadcasting stations have the unqualified right to broadcast dispatches from newspapers, whatever their origin, once those newspapers are distributed and sold.

This outstanding opinion upsets what the press has believed to be unimpeachable law since the famous INS-AP case in the Supreme Court in 1917, involving the pirating of news. Judge Bowen, however, found the facts in the case of the AP against KVOS, Bellingham, Wash., entirely different from those in the AP-Hearst case. In the former case there was the element of unfair competition between competitive news-gathering associations, while in the Bellingham case he ruled that no unfair competition existed and that no property rights were violated when KVOS read over the air AP or other dispatches published in newspapers which are sold for a profit. The station makes no profit from these news broadcasts but gives them to the people as a public service, Judge Bowen held.

But the highly significant interpretation was that relating to private enterprise and public interest where progress and development are concerned. Judge Bowen traces the development of transportation and communication of private dispatches and public news, at the outset by individual courier on foot and by pony riders, to the stagecoach, locomotive, telegraph, telephone, and through the motor bus, truck and airplane. All these contributed to the march of progress—and now comes radio.

Judge Bowen minces no words in his opinion. On the property rights issue, he holds that the protection of the business of the AP and of its newspapers, and their invested capital, "cannot justify withholding from the public the more speedy and more extensive dissemination of news through the improved instrumentalities" of broadcasting. A radio station, he points out, surpasses the facilities of a press association or newspaper as a medium of news dissemination to an extent comparable to the advantage of the airplane over the railroad train.

Unquestionably the case will be appealed and find its way ultimately to the Supreme Court. Actually, the future of the newspaper industry is at stake. If Judge Bowen's opinion is upheld, it will mean that newspapers will probably have to revamp their entire mode of news presentation.

Perhaps the *real* answer will be the delivery of "facsimile newspapers" by radio.

The RADIO BOOK SHELF

A COLLECTION of the stories told by Ireene Wicker, Kellogg's Singing Lady, on her afternoon broadcasts, has been published by the Whitman Publishing Co., Racine, Wis., under the title *The Singing Lady's Favorite Stories*. The Singing Lady programs are broadcast over an NBC network five days a week under the sponsorship of the Kellogg Co., Battle Creek, Mich. (breakfast food).

BECAUSE of the big demand for descriptions of the NBC studios in Radio City, largely from abroad, O. B. Hanson, NBC chief engineer, has prepared and published a 22-page brochure containing a complete technical description of the plant with illustrations and diagrams. It is available on request.

REFRESHING his recollections of eight years in radio, Howell Cullinan, Boston news commentator, has published a book *Pardon My Accent* in which his experiences inside and outside the news, over WEEI, Boston, are narrated.

We Pay Our Respects To —

DONALD WITHYCOMB

ORDINARILY it would be ironic and perhaps a let-down for a man to leave the supervision of 14 of the nation's most important stations for the helm of just one. Yet that is what Donald Withycomb is doing in accepting a call as general manager of the newly formed WFIL in Philadelphia, where he becomes chief executive in his own right. For him it is a stride forward, for what man would not prefer to be the proverbial "big frog?"

Effective this month "Don" Withycomb takes over the general management of the consolidated stations WFI and WLIT, and prepares to leave the network organization with which he has been identified since its formation in 1926. Actually, he will double in brass for two months, continuing to head the NBC station relations department and at the same time directing the work of the Philadelphia station. Upon completion of the task of readjusting station rates with NBC affiliates—a problem with which he has grappled for many months, along with other NBC executives—he will assume his Philadelphia post on a permanent basis.

In his NBC post, which he has held since 1930, Mr. Withycomb has had duties as diversified and manifold as any man in broadcasting. Aside from the supervision of the 14 NBC owned, managed or operated stations, he has had charge of all transmission and communication factilities; management of network traffic, and contacts between NBC and all its associated stations.

In his new post, he will have opportunity to put into play the wide experience he has acquired in radio during nearly a decade. It will be his task to organize the station and its staff and to build it as an outlet for both national spot and local business, as well as network programs. WFIL will serve as the Philadelphia key of the NBC-WJZ network.

Generally regarded as one of the most handsome men in radio, and possessed of a charming personality, along with a sparkling sense of humor, "Don" Withycomb is widely known throughout the ranks of broadcasting. His knack for doing the right thing at the right time won him rapid promotions in the NBC.

Now in his 37th year, Donald Withycomb was born in Montreal in 1897 and graduated from Lower Canada College there in 1914. He enlisted in the Royal Flying Corps in 1915, and served overseas. It was in 1919 that he returned to Montreal, and entered business with the International Equipment Co. Later connections with the Canadian Pacific Railway and the Acme Press Co., of Toronto led to his appointment as Western Ontario representative of the Action Publishing Co., a position he retained until 1922, when he moved to the United States and into what later proved his baptism in radio.

Merlin H. Aylesworth, who was called to the presidency of NBC when it was formed in 1926, had become acquainted with young Don Withycomb while managing director of the National Electric Light Association. In 1922 he retained him as his assistant and when he joined NBC, Withycomb went along. Appointed assistant secretary of the NBC at its outset, he soon was designated assistant to the president and then became assistant to the vice president in charge of programs and sales.

His big chance came in 1930, when Mr. Withycomb was named station relations manager, with duties that the position implied. Gradually, however, new functions were added, including the supervision of the 14 stations and development of a new station-compensation yardstick, which centered in his department. Recently William S. Hedges was transferred from the management of KDKA to Mr. Withycomb's department as manager of the owned and operated stations, and R. M. Brophy was retained as assistant manager of station relations to relieve him of some of his duties.

Mrs. Withycomb was Mathilde Harding, noted concert pianist, famed in the musical realm for her charm and beauty. Don, who is known by his intimate friends as "The Colonel," Kentucky variety, claims golf as his hobby.

PERSONAL NOTES

MERLIN H. AYLESWORTH, president of NBC, William S. Paley, president of CBS, and Alfred J. McCosker, president of WOR, Newark, have been named members of the national committee for the 1935 Birthday Ball for the President, of which Henry L. Doherty, head of Cities Service Co., is chairman.

BERTRAM LEBHAR, Jr., for several years in the sales department of a New York station, has joined the sales staff of ABS, in New York.

T. R. PUTNAM, former manager of KFYO, Lubbock, Tex., has been named station manager of KFRO, Longview, Tex.

WEBLEY EDWARDS has been named by Fred J. Hart as manager of KGMB, Honolulu, effective Dec. 1. Mr. Edwards was formerly program manager of KGU, Honolulu.

HUGH M. FELTIS, formerly of KIDO, Boise, Idaho, has joined the business staff of KOMO-KJR, Seattle. Since graduating from the University of Idaho in 1928 he has been with commercial departments of KVOS, Bellingham, Wash.; KXRO, Aberdeen, Wash., and KPQ, Wenatchee, Wash., where he was manager.

LEO J. FITZPATRICK, manager of WJR, Detroit and president of the Adcraft Club of that city, has been named a member of the advisory council of "Michigan's Little World's Fair," to be held March 9-17. The city is planning to entertain 500,000 visitors.

ROBERT DE HAVEN, production manager of WTCN, Minneapolis-St. Paul, has been named acting manager, succeeding E. D. Jencks, resigned.

RALPH BRUNTON, owner of the Northern California Broadcasting System, which operates KJBS, San Francisco and KQW, San Jose, spoke his first bit over the microphone on Dec. 17, during transmission tests which established KQW as a 1,000-watt broadcaster. Brunton has managed KJBS for ten years, yet he had never taken part in a broadcast until this occasion. KQW was acquired by Brunton last June.

FRED J. HART, manager of KGMB, Honolulu, arrived in San Francisco on board the *President Hoover* Dec. 20 to spend the Christmas holidays and also to confer with station accounts on plans for the coming year. Hart formerly owned and operated KQW, San Jose, Cal.

WAYNE WOOLDRIDGE, former sales manager for KQW, San Jose, Cal., has joined the sales staff of KYA, San Francisco.

LOWELL E. JACKSON, a member of the local sales staff of KYW until it moved away, has joined the NBC local sales department in Chicago. This is Jackson's second experience at having his position taken away from him, as he was with WIBO, Chicago, when that station was closed by order of the old Federal Radio Commission.

WILLIAM S. HEDGES, manager of NBC managed and operated stations, stopped off at his old stamping ground, the NBC studios in Chicago, Dec. 19, en route from Denver to New York.

DE WITT ROBINSON, former commercial manager of WOKO, Albany, has joined WPRO, Providence, R. I., as commercial manager.

FENTON JEFFERS, assistant manager of KTUL, Tulsa, Okla., former secretary to Lowell Thomas, NBC news commentator, has assumed additional duties as program director.

CECIL BEAVER, formerly of the sales department of WOW, Omaha, on Jan. 10 becomes commercial manager of KARK, Little Rock, Ark.

BEHIND THE MICROPHONE

FOUR announcers have been named to the staff of WIP, Philadelphia. They are Howard Jones, formerly of WNAC, Boston; Roger Morgan, formerly of WDAS, Philadelphia; Glen Parker, and Bob Carter, formerly with WHAT, Philadelphia. John Hayes has been moved to the program desk and Murray Arnold becomes head of public relations, both having been taken from the announcing staff.

MERLE TUCKER, formerly of WBAP, Fort Worth; WHAS, Louisville; WLW, Cincinnati, and NBC's training school, has been added to the announcing staff of KTAT, Fort Worth.

JERRY SULLIVAN, pioneer Chicago announcer whose "Chi-caw-go" signature was known to fans all over the country in radio's early days, has joined the staff of WJJD, Chicago.

GRAVES TAYLOR, publicity director of WGAR, Cleveland, was married Dec. 27 to Miss Gertrude Schneider, former Cleveland actress. They went to Virginia for their honeymoon.

WILLARD WARREN, program director, and Albert Bach, publicity director of KOMO-KJR, Seattle, were principal speakers at the Vocational Conference held Dec. 5 at West Seattle High School.

MACK MILLER, publicity representative, has been named to handle publicity for station WNEW, Newark, as part of the station's personnel expansion following increased time facilities.

JACK WATTS, formerly of WJEJ, Hagerstown, Md., has joined the announcing staff of WBOW, Terre Haute, Ind. Other appointments to the staff, announced by W. W. Behrman, vice president, include R. H. Walton, formerly of WLBW, as continuity chief.

IVAN STREED, former program director of WMBD, Peoria, Ill., has joined WHBF, Rock Island, Ill., as special producer of community programs. Forest Cook has been transferred from the WFBH announcing staff to sales.

JOHN BOYER, formerly with WTAM, Cleveland, has joined the staff of WJAY, Cleveland, broadcasting his own program, "The Sunshine Minstrel," and acting as master of ceremonies on the Breakfast Club. Minnie Mae Searles has been named official hostess at WJAY.

EVERETT MURPHY, former publicity assistant at KFWB, Hollywood, but out of radio the past year, late in December joined the Hollywood NBC staff as production assistant. He replaced Jerome Dale who went with the Sam Goldwyn studios' publicity department.

FRANK KNIGHT, leading announcer for ABS, has been selected commentator for the Paramount Review of 1934, a newsreel showing outstanding events of the year.

ROBERT SWAN, who resigned his post as announcer at KHJ, early in December to free lance, is producing the weekly "Radio Chautauqua" at KFAC, Los Angeles.

JOHNNY O'HARA, who started his announcing career at WCFL, Chicago, and who has since been heard from WJJD, WIBO and WBBM, all in Chicago, has returned to WCFL's announcing staff.

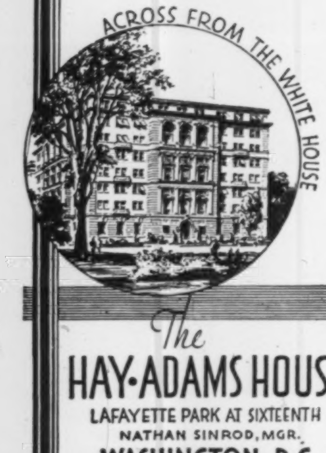
DONALD M. DOWD, who studied music and medicine before joining the announcing staff of WLIT, Philadelphia, and who was with WLW, Cincinnati for 15 months, has joined the Chicago announcing staff of NBC.

HENRY KLEIN, Chicago CBS continuity chief, and Mrs. Klein have adopted a six-weeks-old baby boy.

CONGRESS
is in session

Already this interesting assembly has attracted thousands of people to Washington . . . Society, too, has taken on vivid color as guest lists read like a World's "Who's Who." You will enjoy Washington this winter.

Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.


ACROSS FROM THE WHITE HOUSE

The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

THE PRESS department of WOR, Newark, taken over Nov. 19 by "Johnny" Johnstone, formerly NBC press representative, now consists, besides Johnstone, of Bruce H. Fouche, formerly of the *New York Evening World* and *Jersey Journal*, writer; Miss Dorothy Haas, former radio editor *Newark Star Eagle*, writer; Miss Eleanor P. Hurley, secretary. Miss Hurley was Johnstone's secretary at NBC, resigning there Dec. 15.

HENRY SAEVKE, of the production department of WTMJ, Milwaukee, has been made assistant to Russ Winnie, assistant manager, and will be in charge of program production. Russel Tolg, supervisor of continuity, has been named manager of the commercial program department. Frank Cooley, formerly of KMOX, St. Louis, has joined the announcing staff. John Olson, announcer, is taking a four-week vacation in the South.

RODERICK CUPP, of the continuity department, KTUL, Tulsa, Okla., is engaged to Miss Edwina Louise Wilser, Kansas City, the announcement having been made Dec. 22.

HECTOR CHEVIGNY, formerly with KOMO, Seattle, where he created the "Pioneers" program for the Peoples Bank & Trust Co., has joined the staff of KOL, Seattle, as continuity director. He is teaching a class in radio writing at the University of Washington.

BILL DAVIDSON, announcer at KMTR, Hollywood, and formerly of KSTP, St. Paul, was married Dec. 15 to Lillian Hirsch, of Minneapolis.

DAVID BAYLOR and Miss Shirley Poff (Alice Abbott) of the announcing staff of WCAE, Pittsburgh, were married Dec. 30 in Washington, Pa.

HERBERT GOLDSMITH has joined the sales force of WCAE, Pittsburgh.

Wallington Wins Again

JAMES WALLINGTON, NBC announcer, for the second time was awarded the annual diction prize as radio's best announcer. In 1933 Wallington was winner of the honor awarded by the American Academy of Arts and Letters. This year the award was made by *Radio Stars* magazine, which succeeded the Academy as donor.

A group of 22 radio editors picked Wallington, with judging based on delivery, microphone personality, ability to adapt to the mood of the program, and versatility. Closest contenders to Wallington were David Ross, CBS, and John S. Young, NBC. The award to Wallington will be made over NBC early in January.

IN THE CONTROL ROOM

EDWARD JOHNSTON has been promoted to technical supervisor at WIP, Philadelphia. Reginald Harris, formerly of Baltimore, has been added to the technical staff and Herbert Eckstein becomes staff technician.

A. S. CLARKE and L. A. Shuttig, engineers of Radio Research Corp., Washington, presented a joint paper on "Broadcast Station Fidelity" Dec. 10 before the Washington Section of the Institute of Radio Engineers.

SERENO SMITH, technician at WGAR, Cleveland, recently bound up a broken leg on a pigeon he picked up at the transmitter. Some days later while working in the studio control room, five miles away, he heard a rustle at the window and found his feathered friend had flown over to pay him a visit.

R. MORRIS PIERCE, chief engineer at WGAR, Cleveland, is developing new talk feed-back equipment which he expects to patent.

DONALD PETIT, formerly of WFBG, Altoona, has joined WBOW, Terre Haute, as chief operator, succeeding Burr Deal.

R. D. DU BOIS has been appointed chief engineer of KFYO, new station at Longview, Tex.

H. L. REYNOLDS, NBC Chicago studio engineer, has gone to his home in Huntington, W. Va., to recover from a severe attack of influenza.

MAX CARTER, chief engineer of KTUL, Tulsa, Okla., is the father of a girl born in December.

VINCENT GILCHER, manager of technical service for NBC, New York, is father of a girl born Dec. 10.

CHARLES WEIR, staff operator at WIP, Philadelphia, is the father of a boy born in November.

Changes Endorsed In Food-Drug Law

Proprietary Ass'n Sees Need for Modernized Regulation

SAFE AND SANE legislation designed to regulate the sale and advertising of food, drugs and cosmetics will be supported by almost all of the groups affected, but they are unwilling to commit themselves until they have had opportunity to examine the administration-sponsored measure expected to be introduced early in the new session of Congress, which convenes Jan. 3.

On behalf of the Proprietary Association, which launched the most formidable attack upon the numerous versions of the Tugwell-Copeland bill at the last session, Frank A. Blair, president, has announced that his organization is ready and willing to cooperate in the legislative movement for adequate control of interstate traffic in these fields. "It must reserve, of course, the right to express freely and frankly its views on any and all proposals," he said. "But with the declared purpose to bring the present law abreast of present needs, and with many of the provisions suggested for accomplishing that, it is in definite accord."

Removing Fraud

MR. BLAIR said his organization not only favors, but desires, legislation "to stamp out fakes and frauds." He declared the existing law, enacted in 1906, has been effective, but does not go far enough to meet present conditions.

Discussing the Tugwell bill of the last session, Mr. Blair said his organization had no alternative but to oppose it vigorously. That measure, he said, would have repealed the existing law, changed the theory underlying it, and set up a new, intricate and involved law "containing extreme and impracticable provisions which would have vested in the administration sweeping and inadequately supervised legislative, executive and judicial powers."

Copeland's Measure

THE ENDS desired, according to Mr. Blair, can be accomplished without following the form of the Tugwell Bill. He advocates revision of the existing law, retaining that portion of it that is effective and replacing defective parts with provisions necessary for adequate regulation.

Meanwhile Senator Copeland (D.) of New York, co-sponsor of the original Tugwell Bill and author of four revisions of it at the last session, was awaiting receipt of a proposed new measure from Ole Salthe, former director of the Bureau of Foods and Drugs of New York, who is acting as his personal advisor on this legislation. It is understood that this measure will be a slight revision of the final Copeland-Tugwell draft of the last session. The Department of Agriculture has announced that it will await the introduction of this measure before drafting a bill of its own, if it finds that course necessary.

A BIRD IN THE HAND

WREN is producing profitable results for scores of different types of businesses. With known results achieved by WREN to guide your selection of the radio station in the Kansas City territory—why experiment? "A bird in the hand is worth two in the bush." WREN is the bird you're looking for.

WREN

VERNON H. SMITH
Manager
Office and Studio:
WREN BUILDING
LAWRENCE, KANSAS

GREIG, BLAIR & SPIGHT, Inc.
National Representatives
NEW YORK - CHICAGO
SAN FRANCISCO LOS ANGELES
DETROIT

Rep. Celler Drops Radio Connections

COMPLETELY reversing his militant position in opposition to newspaper ownership of broadcasting stations, Rep. Emanuel Celler (D.), of New York, announced in Brooklyn Dec. 15 that he had resigned as chairman of the board of Broadcasters of Brooklyn, N. Y., Inc., an organization comprising three time-sharing Brooklyn stations.

Rep. Celler had appeared before the FCC Dec. 10 in opposition to several applications for the facilities occupied by four Brooklyn stations, notably that of the *Brooklyn Daily Eagle*. The four stations now sharing the 1400 kc. channel in Brooklyn are WLTH, WARD, WVFW, and WBBC. All except WBBC were involved in the proposed consolidation which Rep. Celler would have headed.

When he appeared, Rep. Celler said he was unalterably opposed to newspaper ownership of stations and that he would favor legislation which would prevent such joint ownership. In his announcement in New York, however, he declared he had changed his opinion. He had decided to withdraw his support from the merger, he declared, because of facts brought out during the hearings before Examiner George H. Hill, which ran from Dec. 3 to Dec. 11.

ENGINEERS of WOR, Newark, have formed basketball and bowling teams and have challenged engineers of all metropolitan stations.

Service of Press-Radio No Longer Experimental Asserts Dean Ackerman

NEWS for radio furnished by the four press associations through the Press-Radio Bureau and under the program worked out last March, has graduated from the "experimental" to the "service" stage and has become indispensable, Carl W. Ackerman, Dean of the School of Journalism, Columbia University, declared in an address Dec. 20 over the NBC-WEAF network.

This service began as an experiment and has been continued despite many discouraging obstacles and much criticism, he declared. "It is not perfect today, but it is no longer an experiment. It is a service. There has been stupendous progress in recent months."

Dean Ackerman predicted that this "new service in journalism" will continue to develop as a public service and will become vital to the life of the country. He pointed out that writing for the radio requires development of a new technique and that commendable progress is being made along that line.

Aspirin-Plus Show

REMSEN Corp., New York (Aspirin-Plus) is using four 5-minute daytime WBS programs on 49 stations, with a theme song, followed by an advertising continuity, musical selection from World Sustaining Service, theme song, and closing announcement. The Company uses a merchandising campaign in which local dealers are invited to participate.

THAT GUY IN CANADA

Is Still Listening In!

Yes, and so is the one in Montana and a lot of others scattered throughout the whole of North America . . . BUT, you are not buying them when you pick WHAS to broadcast your advertising message . . . No, they are just so much *"gravy"* thrown in with the rich Middle Western primary audience which this station delivers . . .

But our Canadian . . . Mexican and other far removed listeners are important for one reason . . . *they demonstrate the strength and clarity of the signal from WHAS . . . and they also indicate that WHAS offers something worth listening to!* A casual study of WHAS's schedule is sufficient to convince any skeptic that WHAS must be pretty popular in its primary area as well as attractive to innumerable other listeners in other sections of the country, because it offers them a *better show* than any other station in the territory . . . delivering it on a nationally cleared channel (820 kilocycles) with Super-power (50,000 watts) which affords consistently good reception . . . !

WHAS

Owned and Operated by
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

Represented Nationally by Edward Petry & Co.

New York · Chicago · Detroit · San Francisco

EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

**In Canada, through the Canadian Pacific Railway Telegraphs*

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

K
COMPLETE N. B. C. SERVICE
V
O
25,000 WATTS
TULSA, OKLA.
O
The Most Powerful Station between St. Louis, Dallas and Denver

NAB Committee Starts Inquiry Into Audience Survey Methods

First Steps Are Taken Toward Formation of Independent Audit Bureau for Broadcasting

A COMPREHENSIVE study of all available methods of audience and coverage surveys with a view to devising a plan for an independent audit bureau for radio, to be maintained jointly in the interests of advertisers, agencies and broadcasters, has been launched by the special committee of five of the NAB under procedure approved at its first meeting in New York last month.

Deciding to take the initiative in the project, the committee turned over to Dr. Herman S. Hettinger, NAB research director, the task of making the preliminary critical analysis of all data now available. After a tentative plan is evolved, the committee, headed by Arthur B. Church, KMBC, Kansas City, will take up the entire question with appropriate groups representing the Association of National Advertisers and the American Association of Advertising Agencies, both of which had indicated the need for data on radio that would parallel circulation information made available for printed media through the Audit Bureau of Circulation.

Voluntary Membership

IT IS CONFIDENTLY expected that sufficient headway will be made within a month to justify joint sessions with ANA and AAAA. The belief is that if the committee of five, which also includes three ex-official members—President J. Truman Ward, of the NAB, Managing Director Philip G. Loucks, and Dr. Hettinger—can agree on one basic point in the establishment of the independent bureau, that the actual work of organization and detail of setting up of an auditing system can be worked out by the proposed bureau itself.

The thought is that such a bureau could formulate definite procedure in correlating audience and coverage surveys. Membership in the bureau would be purely voluntary, with stations, advertisers and agencies subscribing to its reports without compulsion. It is generally agreed that vast sums spent by stations for surveys of different nature and sent to advertisers and agencies direct by mail are not being put to proper use. It is admitted, too, that perhaps the bulk of this material finds its way into wastebaskets. By evolving a uniform, standardized procedure, authenticated by an independent and unbiased agency, such as the proposed bureau would be, it is felt that the ends of all three groups would be served effectively.

Correlating Data

THE FIRST MEETING of the committee of five was held in New York Dec. 13. In addition to Chairman Church and the three ex-officio members, those present were John V. L. Hogan, W2XR, New York, prominent consulting radio engineer; Edgar Kobak, NBC vice president, and John Karol, CBS research director. Walter Damm, WTMJ, Milwaukee, the fifth member, was absent. Paul F. Peter NBC chief statistician, attended part of the session for Mr. Kobak.

Mr. Loucks told the committee it was his view that the work is divided into two parts, first to ascertain where given stations can be heard day and night under all conditions, and second, what the audience reaction is to these stations. The study, he declared, should consider the value of coverage surveys, mail analyses, telephone surveys, coincidental surveys, and, in fact, every available type of survey which has been conducted.

The committee agreed that, rather than hold preliminary sessions with representative groups of the agencies and advertisers, it should take the initiative and endeavor to correlate existing data. If the data can be crystallized to the point where the three major groups agree upon the desirability of an audit bureau, the bureau itself then can be set up as a separate organization, it was believed, and can work out details as to how much of the cost of operation shall be borne by each industrial group.

"Skeets" Miller Directs NBC Evening Programs

Mr. Miller

WILLIAM Burke "Skeets" Miller, Pulitzer Prize winner who has been director of special events at NBC since the spring of 1930, becomes evening program manager Jan. 1 and is succeeded by William Lundell, announcer and interviewer.

At the age of 21, Miller had been to West Point and was working for the *Louisville Courier-Journal*, when he attracted nation-wide attention for his interview with Floyd Collins at Sand Cave. He won not only the prize for 1925, but also a job on the *New York World*. From there he went to the *Brooklyn Eagle*, and in June, 1927, to the NBC press department. After his appointment to the special events division in 1930, "Skeets" was responsible for innumerable "firsts" in broadcasting, and for the regular NBC coverage of all news and sporting events.

William Lundell, born in Minneapolis in 1900, attended the University of Minnesota and was elected to Phi Beta Kappa. Later he studied at Harvard, where he was a member of the Glee Club. After further studies in Paris, he traveled extensively, writing special articles for New York and Boston papers, and on his return to the United States joined the staff of WBZA, Boston. From there he was engaged by NBC in May, 1931, to conduct interviews over the air and handle special announcing assignments for the special events department.

Seek Two N. E. Outlets

APPPLICATIONS for new 100-watt broadcasting stations in Worcester, Mass., and Hartford, Conn., have been filed with the FCC by corporations headed by Albert F. Moffatt, as president and treasurer, and John Shepard, 3rd, head of the Yankee Network, as 25 per cent stockholder. Mr. Moffatt is operator of WMAS, Springfield. The stations would be licensed to the Worcester Broadcasting Co. and the Hartford Broadcasting Co., Massachusetts corporations. Each would operate on 1200 kc. and both would become affiliated with the ABS network, according to the applications.

Oldest Musical Clock

THE KYW "Musical Clock," Chicago's oldest breakfast hour program of time signals, weather reports and phonograph records, which was left without a station when KYW moved to Philadelphia Dec. 3, resumed operation Dec. 17 over WBBM. The clock continues to advertise the wares of Marshall Field & Co., Chicago department store, which has sponsored the feature since April, 1930. Halloween Martin, Musical Clock Girl since the program's origin as a sustaining feature more than seven years ago, continues in that capacity at WBBM.

Detroit today...
active
thriving
prospering
spending
CKLW alone
covers
the entire
Detroit
area
completely

CKLW, the International Station, member Columbia basic network. 5,000 watts (840 kc.)

Windsor offices:—Guaranty Trust Building. Phone 4-1155.
Detroit Offices:—Union Guardian Building. Phone Cadillac 7200.

Facts on ASCAP Ordered by Court

GRANTING in part the plea of WIP, Philadelphia, for information regarding the inner organization of the American Society of Composers, Authors & Publishers, Federal Judge Julian W. Mack of the Federal District Court for Southern New York, on Dec. 19 ordered ASCAP'S general manager, E. C. Mills, to supply the data requested in certain interrogatories filed by the plaintiff. The WIP suit, filed in behalf of the industry, seeks dissolution of ASCAP as an allegedly illegal combine, and is separate from the anti-trust suit filed by the Department of Justice last summer, and pending before the same court.

In his ruling, Judge Mack allowed Mr. Mills time in which to appear in opposition to his order if he desired to do so on the constitutional ground that the information sought might tend to incriminate him in future legal proceedings. WIP, through NAB copyright counsel, Baker, Hostetler, Sidlo & Patterson, of Cleveland, filed the interrogatories in the desire to procure information which might be used in the trial of the case, the date for which has not yet been set. The court denied the WIP request for information as to salaries paid ASCAP executives and attorneys, but ordered that other questions, in the main involving ASCAP receipts in royalties and their distribution among members, be answered, unless Mr. Mills makes a constitutional plea.

CALL LETTER SLOGAN

"This Is WHN--Dial Ten-ten" is Getting Big Response

A SLOGAN call letter, devised by Major Edward Bowes, managing director of WHN, New York, now is on thousands of lips, due to its catchy rhyme. The slogan is "This is WHN—Dial Ten-ten." Ten-ten, of course, is the kilocycle stop on the dial for WHN. Any time "WHN" is mentioned in its coverage area, some one is sure to come back with "Ten-ten." Major Bowes followed up the slogan with several more, including "This is your station—WHN," which offers an air of intimacy and its believed to be a big factor in building the station's popularity. Recently the Major started a slogan contest, which is bringing a heavy response. A program that caught on quickly was the "WHN amateur hour."

Mutual Renewal

THE CONTRACT of Jacob Tarshish, radio philosopher and commentator known as "The Lamplighter" and speaker on the first commercially sponsored program on the Mutual Broadcasting System of WOR, WLW and WGN, has been renewed. His Sunday broadcasting time was changed from 11:30 a. m. to 2 p. m. Eastern Standard Time. He is also heard over WOR, only, Monday through Thursday at 11:30 a. m. He is sponsored by the Olive Tablet Co., Columbus, O., and Primrose House, New York. Erwin, Wasey and Co., Inc., New York, is the agency.

CHANGE YOUR "SPOTS"

to KFWB in Los Angeles . . . the nation's fourth largest market. There's not a better "spot" for your money because, among the four major Los Angeles stations, KFWB "spot" rates are from 50% to 60% less. Write for "spot" results, and rates, to **KFWB**

LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios, Hollywood, Calif.
Free & Sleininger, Inc., Exclusive Representatives

Talent by TELEPHONE WIRE

ONCE broadcasting stations were dependent on talent available locally. Today hundreds of stations in small and scattered cities bring to exacting audiences all the color and brilliance of the best artists in the larger metropolitan centers. Telephone wires have made it possible.

Telephone wires were used in the first experimental station hook-up in 1923. And 74,000 miles of telephone wire, supplemented by millions of dollars' worth of special equipment, in 1935, link broadcasting chains into great national networks.

The same systematic research, the same constant improvement that has marked Bell System service to the broadcasting industry in the past, in the future will continue to be directed toward perfect program transmission—to the most remote station—with fidelity—and without distortion.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WCAE, Pittsburgh

Fruit Dispatch Co., New York (fruit), 16 *sa*, thru Batten, Barton, Durstine & Osborn, Inc., N. Y.

Chrysler Sales Corp., Detroit (Dodge autos), 8 *sa*, thru Ruthrauff & Ryan, Inc., N. Y.

Bunte Bros., Chicago (confectionery), 80 *sp*, thru Fred A. Robbins, Inc., Chicago.

Crowell Publishing Co., New York (Woman's Home Companion), 52 *sp*, thru Geyer-Cornell Co., Inc., N. Y.

R. L. Watkins Co., New York (Dr. Lyon's Tooth Paste), 15 *t*, thru Blackett-Sample-Hummert, Inc., Chicago.

United Drug Co., Boston (Rexall), 25 *sa*, thru Street & Finney, Inc., Boston.

Studebaker Sales Corp. of America, South Bend, Ind. (autos), 13 *sa*, thru Roche, Williams & Cunnyngham, Inc., Chicago.

Reid, Murdock & Co., Chicago (Monarch food), 1262 *sa*, thru Philip O. Palmer & Co., Inc., Chicago.

KTUL, Tulsa, Okla.

Wander Co., Chicago (Ovaltine), 54 *t*, thru Blackett-Sample-Hummert, Inc., Chicago.

Theo. Hamm Brewing Co., St. Paul, 72 *sa*, thru McCord Co., Inc., Minneapolis.

United States Brewing Co., Chicago (Rheingold beer), 156 *sa*, direct.

General Baking Co., New York (Bond bread), 302 *sa*, thru Batten, Barton, Durstine & Osborn, Inc., N. Y.

Kellogg Sales Co., Battle Creek, Mich. (cereal), 27 *sa*, direct.

Coca-Cola Co., Atlanta (beverage), 3 hockey games, thru D'Arcy Advertising Co., St. Louis.

Central Shoe Co., St. Louis (Robin Hood shoes), 13 *t*, thru Jimm Daugherty, Inc., St. Louis.

WLS, Chicago

Curtiss Candy Co., Chicago, 14 daily *sa*, thru McJunkin Advertising Co., Chicago.

Nyal Co., Detroit (remedies), 6 *ta*, thru Reincke-Ellis-Youngreen & Finn, Inc., Chicago, and A. T. Sears & Son, Chicago.

Mudlavia Springs Hotel, Kramer, Ind., 3 weekly *sa*, thru Applegate Advertising Agency, Indianapolis.

Illinois Central Railroad, Chicago (excursions), 9 *sa*, thru Caples Co., Chicago.

United Remedies, Inc., Chicago (Peruna and Kolor Bak), weekly *sp*, thru Heath-Seehof, Inc., Chicago.

WTMJ, Milwaukee

Chrysler Sales Corp., Detroit (Dodge autos), 8 *ta*, thru Ruthrauff & Ryan, Inc., N. Y.

I. O. Products Co., Inc., New York (I-O Tabs), 39 *sa*, direct.

Nyal Co., Detroit (remedies), 6 *ta*, thru Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

Reid Murdoch & Co., Chicago (Monarch foods), 939 *sa*, thru Philip O. Palmer & Co., Chicago.

Studebaker Sales Corp. of America, South Bend, Ind. (automobiles), 7 *t*, thru Roche, Williams & Cunnyngham, Inc., Chicago.

WIP, Philadelphia

Phillips Packing Co., Inc., Cambridge, Md. (soup), 7 weekly *sp*, thru Aitken-Kynett Co., Philadelphia.

Charles Marchand Co., New York (Golden Hair Wash), weekly *t*, direct.

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 6 weekly *sp*, thru Henri, Hurst & McDonald, Inc., Chicago.

Crowell Publishing Co., New York (Woman's Home Companion), 52 *sp*, thru Geyer-Cornell Co., Inc., N. Y.

Yeasties Products Corp., Irwin, Pa. (cereal), 6 weekly *sp*, thru Hanff-Metzger Inc., N. Y.

L. R. Renault & Sons, Inc., Egg Harbor, N. J. (champagne), 2 weekly *sp*, thru Al Paul Lefton Co., Inc., Philadelphia.

Crazy Water Hotel Co., Mineral Wells, Tex. (mineral crystals), 6 weekly *sp*, direct.

International Vitamin Corp., New York (IVC Pearls), 6 weekly *sp*, direct.

John B. Stetson Co., Philadelphia (hats), 2 weekly *sa*, thru N. W. Ayer & Son, Inc., Philadelphia.

Pecano Mfg. Co., Inc., Manheim, Pa. (Miracle food), 4 weekly *sp*, thru Stewart-Jordan Co., Inc., Philadelphia.

KFI, Los Angeles

Nisley Co., Columbus, O. (shoes), 26 *sa*, thru Mumm, Romer, Robbins & Pearson, Inc., Columbus, O.

Welch Grape Juice Co., Westfield, N. Y., 32 *ta*, thru H. W. Kastor & Sons Co., Inc., Chicago.

Numismatic Co., Fort Worth, Tex. (old coins), 1 *sp*, thru Guenther-Bradford & Co., Inc., Chicago.

Crowell Publishing Co., New York (Woman's Home Companion), 52 *sp*, thru Geyer-Cornell Co., Inc., N. Y.

WGAR, Cleveland

Studebaker Sales Corp., of America, South Bend, Ind. (automobiles), 3 weekly *ta*, thru Roche, Williams & Cunnyngham, Inc., Chicago.

Seeck & Kade, Inc., New York (Pertussin), weekly *sa*, thru J. Walter Thompson Co., N. Y.

Chrysler Sales Corp., Detroit (Dodge automobiles), 2 weekly *ta*, thru Ruthrauff & Ryan, Inc., N. Y.

WOR, Newark

E. Fougera & Co., New York (Vapex), 2 weekly *t*, thru Small, Kleppner & Seiffer, Inc., N. Y.

Paterson Parchment Paper Co., Bristol, Pa. (Patapar), 3 weekly *t*, thru Platt-Forbes, Inc., N. Y.

Conti Products Corp., New York (soap), weekly *sp*, thru Henry S. Howland, Inc., N. Y.

Joseph Martinson, Inc., New York (Jomar coffee and malted), weekly *sp*, thru Albert Frank-Guenther Law, Inc., N. Y.

Ogilvie Sisters Sales Corp., New York (hair tonic), 3 weekly *sp*, direct.

KHJ, Los Angeles

Citrus Soap Co., San Diego, Cal., 2 weekly *t*, thru Norman W. Tolle, San Diego.

Albers Bros. Milling Co., Seattle (cereal), 3 week *t*, thru Erwin, Wasey & Co., Seattle.

Pioneer Maple Products Co., Minneapolis (Bucket syrup), 6 weekly *t*, thru McCord Co., Minneapolis.

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 5 weekly *t*, thru Mitchell-Faust Advertising Co., Chicago.

WGY, Schenectady

Ball Bros. Co., Muncie, Ind. (canning equipment), 2 weekly *sp*, thru Applegate Advertising Agency, Muncie, Ind.

Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine), 6 weekly *sa*, thru John W. Queen, Boston.

William W. Lee & Co., Watervliet, N. Y. (Save-the-Baby), 2 weekly *sp*, direct.

E. Fougera & Co., New York (Vapex), 25 *sa*, thru Small, Kleppner & Seiffer, Inc., N. Y.

KDYL, Salt Lake City

Studebaker Sales Corp. of America, South Bend, Ind. (automobiles), 6 weekly *sa*, thru Roche, Williams & Cunnyngham, Inc., Chicago.

Chrysler Sales Corp., Detroit (Dodge automobiles), 6 weekly *sa*, thru Ruthrauff & Ryan, Inc., N. Y.

WEVD, New York

Planters Edible Oil Co., Suffolk, Va. (Hi-Hat peanut oil), weekly *sp*.

WTOC
5th ANNIVERSARY
The HAVERTY PLAYERS
WTOC SUNDAY NITE 9:15
PHILCO

MERCHANDISING TIE-IN—Here is a window display of the Haverty Furniture Co., Savannah, inaugurated coincident with its return to the air over WTOC. The radio program itself is institutional, with merchandising activities of the store designed to supplement radio.

WMAQ, Chicago

Mickelberry's Food Products Co., Chicago (sausage), 52 *sp*, thru Sehl Advertising Agency, Chicago.

Rival Packing Co., Chicago (dog food), 365 *sa*, thru Charles Silver & Co., Chicago.

Vacuum Oil Co., Inc., Chicago (gasoline and oil), weekly *sp*, thru L. O. Holmberg, Chicago.

Simoniz Co., Chicago, weekly *sp*, thru J. L. Sugden Advertising Co., Chicago.

Armour & Co., Chicago (meat products), 6 weekly *sp*, thru Lord & Thomas, Chicago.

WJAY, Cleveland

Maryland Pharmaceutical Co., Baltimore (Rem), weekly *sa*, thru Jos. Katz Co., Baltimore.

Karnack Ambrosia Co., Scranton, Pa. (Lekatoria), 7 weekly *sa*, direct.

Carnation Co., Milwaukee (Gold (Cross milk), *sa*, thru Erwin, Wasey & Co., Inc., Chicago.

General Baking Co., New York (Bond bread), 7 weekly *sa*, thru Batten, Barton, Durstine & Osborn, Inc., N. Y.

KGO, San Francisco

Harold F. Ritchie & Co., New York (Eno Salts), weekly *t*, thru N. W. Ayer & Son, Inc., New York.

Crowell Publishing Co., New York (Women's Home Companion), weekly *sp*, thru Geyer Cornell Co., Inc., New York.

G. Washington Coffee Refining Co., Morris Plains, N. J., weekly *t*, thru Cecil Warwick & Cecil, Inc., N. Y.

WENR, Chicago

Curtiss Candy Co., Chicago, *sa*, thru McJunkin Advertising Co., Chicago.

Kremola Co., Chicago (cosmetics), 52 *sp*, thru Guenther-Bradford & Co., Inc., Chicago.

WJR, Detroit

Household Finance Corp., Chicago, 6 weekly *sa*, thru Charles Daniel Frey Co., Chicago.

Drug Trade Products, Inc., Chicago (Peruna, Kolor-Bak) 6 weekly *sa*, thru Heath-Seehof, Inc., Chicago.

WLIT, Philadelphia

RIESER Co., Inc., New York (Venida hair nets), 3 weekly *t*, thru Donahue & Co., Inc., New York.

NBC Pacific Programs

ADDED impetus to the rumor that NBC may center its western production in Hollywood in the early spring months was given when Don Gilman, executive vice president of the NBC Pacific Coast division, and O. B. Hanson, chief engineer of the network, who was on the Coast in December, spent several days inspecting potential sites for new Hollywood studios. The networks' Hollywood business has shown an increase of 325 per cent over 1933. A number of vacated movie studios were visited on the inspection tour. Mr. Gilman recently announced that he will spend most of his time in Southern California instead of San Francisco.

RADIO is to be used extensively in the two-year housing recovery campaign launched by Los Angeles. Copy for various media is being prepared by W. M. Bishop & Co., handling publicity and advertising for the campaign. Station KFWB has provided a radio hookup at the city hall.

Breneman to KFRC

Mr. Breneman

TOM BRENEMAN, for more than a year manager of the Los Angeles Broadcasting Co., operating KFAC and KFVD, in Southern California, has joined KFRC, San Francisco, as producer and master-of-ceremonies of "Feminine Fancies," daily afternoon Don Lee network feature. He succeeds Ed Fitzgerald, who leaves early in January for New York where he will be identified with radio. Before becoming associated with the Los Angeles Broadcasting Co., Breneman was an NBC producer in New York. Prior to that he was identified with KNX, Los Angeles, as special field representative. He has been in radio since 1925 as artist, producer and executive.

Chicago Advertisers

A NEW advertising club is being formed by a group of Chicago agents, who plan to affiliate with the Chicago Federated Advertising Clubs. Temporary officers are: Charles T. Beall, secretary-treasurer of the Brandt Advertising Co., president; W. B. Ricketts, vice-president of the Buchen Co., vice president; Charles A. Reincke, secretary of Reincke-Ellis-Younggreen & Finn, secretary-treasurer; H. R. Fan Gunten, of Lord & Thomas and W. Frank McClure, vice-president of Caroll Dean Murphy, Inc., directors.

New York Using Network To Promote Sale of Milk

THE MILK CONTROL BOARD of New York, trying to increase the income to farmers without increasing the price of milk to the consumer through expansion of the amount of milk consumed, is using radio and other media to reach the State's millions of citizens.

Handling the publicity campaign is A. W. Ayer & Son, Inc., New York. Cooperating are hotels, restaurants, drug store chains, railroads, hospitals, civic and welfare groups. Already milk companies report an increased sale exceeding 5 per cent. A state-wide CBS network is being used in connection with the campaign.

Pribble Heads WTAM

VERNON H. PRIBBLE, former manager of WGN, Chicago, and well-known advertising executive, has been appointed general manager of WTAM, NBC-owned outlet in Cleveland, it was announced Dec. 20 by Richard C. Patterson, Jr., NBC executive vice president. He succeeds W. Webster Smith, who has been given a leave of absence to recover his health. Mr. Smith is now in Florida, where he expects to remain until he is able to accept another NBC assignment. The new WTAM manager for eight years was on the advertising staff of the *Chicago Tribune*, and afterward became manager of WGN.

In Planning Your 1935 Appropriation — **REMEMBER**

The MICHIGAN
RADIO
NETWORK
1935

8 Stations in Michigan's 8 largest cities. Primary coverage of 85% of a territory with a population of over four million people.

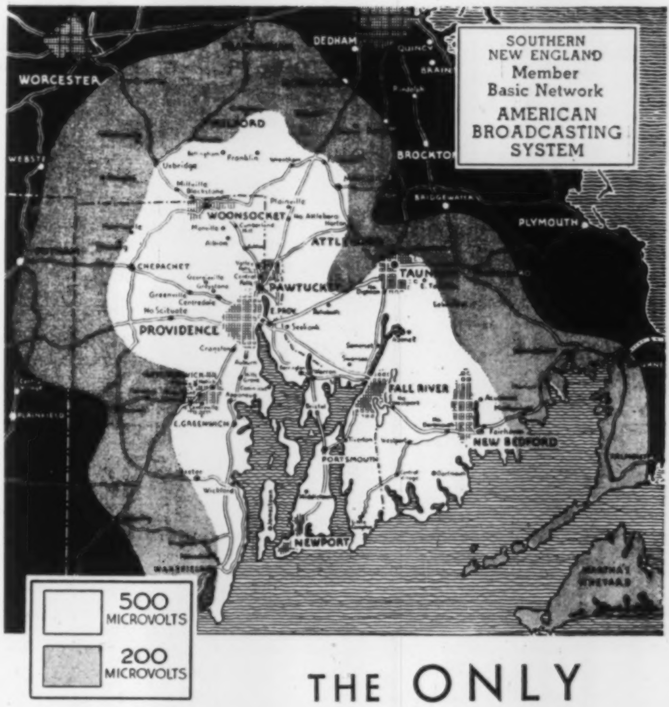
- **WBCM, Bay City**
- **WFDF, Flint**
- **WJIM, Lansing**
- **WIBM, Jackson**
- **WELL, Battle Creek**
- **WKZO, Kalamazoo**
- **WOOD-WASH, Grand Rapids**
- **WXYZ, Key Sta., Detroit**

Buy the Michigan Radio Network and avail yourself of this merchandising service . . . absolutely free! This service helps get distribution . . . sells merchandise . . . arranges demonstrations . . . checks credits, etc. Write or wire for details.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICHIGAN
300 Madison Theater Bldg.
Chicago: WM. G. RAMBEAU, Manager, 360 N. Michigan Ave.
New York: ROBERT NEWTON, 307 E. 44th St.

RATES
$200.00 per quarter hour (Evenings)
$125.00 per quarter hour (Daytime)

A NEW AND GREATER
WPRO PROVIDENCE



THE ONLY
COMPLETE COVERAGE
OF NEW ENGLAND'S SECOND
LARGEST MARKET

WPRO delivers to advertisers today's outstanding radio value—the most effective, most **economical** coverage of this market of

1,225,578 CONSUMERS WHO SPEND $284,082,000

yearly in retail outlets. The rich trading areas of Providence, Fall River, and New Bedford all lie within the 500 microvolt area.

The new **WPRO** booklet includes up-to-date facts and figures of vital interest to anyone selling this rich Southern New England market. Write for a copy.

WPRO 630kc
CHERRY & WEBB BROADCASTING CO.
PROVIDENCE, R. I.

REPRESENTED NATIONALLY BY
HIBBARD AYER—New York • Chicago • Boston
WALTER BIDDICK CO.—Pacific Coast

NETWORK ACCOUNTS

[All times EST unless otherwise indicated]

BI-SO-DOL Co., New Haven, Conn. (remedy) on Jan. 2 renews "Everett Marshall's Broadway Varieties" on 42 CBS stations, coast-to-coast, Wednesdays, 8:30-9 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

LIFE SAVERS, Inc., Port Chester, N. Y. (candy) on Jan. 7 starts musical drama with Meyer Davis orchestra on 36 CBS stations, coast-to-coast, Mondays and Wednesdays, 8-8:15 p. m. Agency: Topping & Lloyd, Inc., N. Y.

STERLING PRODUCTS, Inc., Wheeling, W. Va. (Bayer's aspirin) on Jan. 1 renews "Lavendar and Old Lace" on 22 CBS stations, Tuesdays, 8-8:30 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

STERLING PRODUCTS, Inc., Wheeling, W. Va. (Phillips Dental Magnesia) on Jan. 1 renews "Melodiana" on 25 CBS stations, Tuesdays, 8:30-9 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

ROCKET OIL Co., Los Angeles, on Nov. 5 renewed "Unsolved Mysteries" on CBS-Don Lee network, Mondays, 7:45-8 p. m., PST. Agency: Beaumont & Hohman, Los Angeles.

GENERAL PAINT Corp., San Francisco, on Nov. 20 started in "Feminine Fancies" on CBS-Don Lee network, Tuesdays, 3:20-3:30 p. m., PST. Agency: N. W. Ayer & Son, Inc., San Francisco.

THOMAS COOK & SON, New York (travel service) on Jan. 6 starts "Cook's Travelogue" on 18 NBC-WJZ stations, Sundays, 5:30-5:45 p. m. Agency: L. D. Wertheimer Co., Inc., N. Y.

HOUSEHOLD FINANCE Corp., Chicago (small loans) on Jan. 1 renews "Household Musical Memories" on 16 NBC-WJZ stations, Tuesdays, 7:30-8 p. m. Agency: Charles Daniel Frey Co., Chicago.

VICK CHEMICAL Co., New York (cold remedies), on Jan. 1 starts Grace Moore and orchestra on 24 NBC-WJZ stations, Tuesdays, 9-9:30 p. m. Agency: Cecil, Warwick & Cecil, N. Y.

PONTIAC MOTOR CAR Co., Pontiac, Mich., on Jan. 6 starts "The Pontiac Program" on 60 NBC-WEAF stations, Sundays, 10-10:30 p. m. Agency: McManus, John & Adams, Inc., Detroit.

SPRATT'S PATENT, Ltd., Newark (dog food) on Jan. 6 starts program not yet determined on 5 NBC-KPO stations, Sundays, 7:15-7:50 p. m. Agency: Paris & Peart, N. Y.

CARNATION Co., Milwaukee (evaporated milk) on Jan. 7 renews "Carnation Contented Program" on 40 NBC-WEAF stations, Mondays, 10-10:30 p. m. Agency: Erwin, Wasey & Co., Ltd., Chicago.

RCA-VICTOR Co., Inc., Camden, N. J., on Jan. 9 starts "Radio City Matinee" on basic NBC-WJZ network, Wednesdays, 2-3 p. m. Agency: Lord & Thomas, N. Y.

STUDEBAKER SALES Corp., of America, South Bend, Ind. (automobiles) on Jan. 7 renews "Studebaker Champions" on 24 NBC-WEAF stations, Mondays, 8-8:30 p. m., and 8 NBC-KPO stations, Fridays, 12:15-12:45 midnight. Agency: Roche, Williams & Cunnyngham, Inc., Chicago.

GENERAL MILLS, Inc., Minneapolis (flour), on Nov. 21 renewed in "Feminine Fancies" on CBS-Don Lee network, Wednesdays and Thursdays, 3:20-3:30 p. m., PST. Agency: Westco Advertising Agency, San Francisco.

GENERAL BAKING Co., New York (Bond bread), on Jan. 6 renews Frank Crumit, Julia Sanderson and Jack Shilkret's orchestra on 29 CBS stations, Sundays, 5:30-6 p. m. Agency: Batten, Barton, Durstine & Osborn, Inc., N. Y.

COCA-COLA Co., Atlanta (beverage), on Dec. 21 started Frank Black orchestra and chorus on 64 NBC-WEAF stations, Friday, 10:30-11 p. m. Agency: D'Arcy Advertising Co., St. Louis.

P. LORILLARD Co., New York (Briggs pipe tobacco), on Jan. 5 renews "Briggs Sport Parade" with Thornton Fisher on 20 NBC-WEAF stations, Saturdays, 6:45-7 p. m. Agency: Lennen & Mitchell, Inc., N. Y.

SINCLAIR REFINING Co., New York (petroleum products), on Jan. 7 renews "Sinclair Minstrels" on 43 NBC-WJZ stations, Mondays, 9-9:30 p. m. Agency: Federal Advertising Agency, Inc., N. Y.

CARDINET CANDY CO., Inc., Oakland Cal. (candy) on Dec. 25, started "The Night Editor" with Harold Burdick on 7 NBC-KPO stations, Tuesdays, 8:15-8:30 p. m., PST. Agency: Tomaschke-Elliott, Inc., Oakland.

PIONEER CANNERIES, Seattle (minced clams) on Jan. 9, starts in "Woman's Magazine of the Air," with Bennie Walker on 6 NBC-KPO stations, Wednesday, 10:50-11:10 a. m. PST., Agency: Roy Campbell, Seattle.

GENERAL MILLS, Inc., San Francisco (flour and cereals) on Jan. 6 renews "Sunday Morning Special," with Colonel Rod on 5 NBC-KPO stations, Sundays, 9-9:30 a. m. PST. Agency: Westco Advertising Agency, San Francisco.

SPERRY FLOUR Co., San Francisco (flour, cereal), on Nov. 7 started in "Feminine Fancies" on CBS-Don Lee network, Wednesdays and Fridays, 3:20-3:30 p. m., PST. Agency: Westco Advertising Agency, San Francisco.

COLONIAL DAMES, Inc., Los Angeles (cosmetics), on Dec. 9 renewed "Colonial Miniatures" on CBS-Don Lee network, Sundays, 4:30-4:45 p. m., PST. Agency: Glasser Advertising Agency, Los Angeles.

IRONIZED YEAST Co., Atlanta, on Jan. 15 starts Whispering Jack Smith orchestra on 20 NBC-WEAF stations, Tuesdays, Thursdays, Saturdays, 7:15-7:30 p. m. Agency: Ruthrauff & Ryan, Inc., N. Y.

PHILCO RADIO & TELEVISION Corp., Philadelphia, on Jan. 1 renews Boake Carter on 21 CBS stations, Mondays through Fridays, 7:45-8 p. m. Agency: Hutchins Advertising Co., Inc., Rochester, N. Y.

WYETH CHEMICAL Co., New York (Jad Salts), on Jan. 7 starts "Easy Aces" on 26 CBS stations, coast-to-coast, Mondays through Thursdays, 3:45-4 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

GEORGE W. LUFT Co., Long Island City, N. Y. (Tangee lipstick), on Jan. 16 starts program not yet selected on 24 NBC-WJZ stations, Wednesday, 10-10:15 p. m. Agency: Cecil, Warwick & Cecil, Inc., N. Y.

SOCONY-VACUUM OIL Co., New York, on Jan. 5 renews "Soconyland Sketches" on 12 CBS stations, Saturdays, 7-7:30 p. m. Agency: J. Stirling Getchell, Inc., N. Y.

KLEENEX Co., Chicago, on Jan. 1 starts "The Story of Mary Marlin" on nation-wide NBC-WEAF network, Mondays through Fridays, 12-12:15 noon. Agency: Lord & Thomas, Chicago.

BORDEN SALES Co., New York, on Jan. 2 starts "Magic Recipes" on nationwide NBC-WEAF network, Wednesdays, 11:45-12 noon. Agency: Young & Rubicam, Inc., N. Y.

NBC CHANGES: American Radiator Co., on Dec. 23, started Sigurd Nilssen in new series of "Musical Interludes"; Harold F. Ritchie & Co., on Jan. 2 changes "Eno Crime Clues" to "Penthouse Party," with Mark Hellinger, Gladys Glad, and orchestra, Wednesdays 8-8:30 p. m. with Tuesday program unchanged; Packard Motor Car Co., on Dec. 25, changed Lawrence Tibbett to Tuesdays, 8:30-9 p. m.

CBS CHANGES: Liggett & Myers Tobacco Co., on Jan. 7, begins new series with Andre Kostelanetz and chorus on same schedule; Health Products Corp., on Dec. 30, began "Feen-A-Mint National Amateur Night."

Lumber Group's Hookup

ALLIED products of the Texas Lumberman's Association will be promoted over a special five-station network on Jan. 4, at 9:30 p. m., when a new series of "Friendly Builder's Programs" originates at WFAA, Dallas, and is sent by network lines to KPRC, Houston; WOAI, San Antonio; KVOO, Tulsa, and WKY, Oklahoma City. This 30-minute program utilizes the services of the best known talent in the Southwest: the Bel Canto Quartet, pioneer radio and recording stars; Joan Evans, contralto; Biggs and Levan (Catfish and Skillet), blackface comics, and James McClain, commentator. An orchestra of symphonic proportions, under the direction of Karl Lambertz, is also featured. Commercial copy specifies no particular lumber dealer, but simply points out the advantages of owning and building your own home. Erle Racey, Dallas, is the advertising agency.

WISCONSIN Department of Agriculture and Markets, through Chairman Charles L. Hill, has asked legislation providing for a check-off of a half cent each 100 pounds of milk produced in the state to finance a proposed $500,000 advertising drive for the promotion of Wisconsin dairy products, mainly in the East.

LOOK WHAT 35 SPOT ANNOUNCEMENTS DID!
Again
AUDIENCE ACCEPTANCE PROVED

Here's a record! A total of 7993 mail responses from 35 spot announcements on KMBC in one week. That's audience acceptance coupled with audience action. Superior KMBC programs assure audiences which will respond to your message.

KMBC
KANSAS CITY
FREE & SLEININGER, Inc., National Representatives

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
The Ideal Outlet for Central Penna. Coverage
Write Roy Thompson
"Voice of the Alleghenies"

AGENCIES AND REPRESENTATIVES

H. A. SPECKMAN, formerly assistant western manager of Barron G. Collier, Inc., has joined the staff of William Rambeau, Chicago representative. Other recent additions to the Rambeau organization include E. C. Allen, previously associated with the National Directory of Advertisers and before that active in the field of newspaper representation, and W. H. Cartwright, who had spent four years in the radio department of the McJunkin Advertising Co., Chicago.

GOTTSCHALDT-HUMPHREY, Inc., Atlanta, on Jan. 1 takes over the personnel and business of the Atlanta office of the Fitzgerald Advertising Agency, New Orleans, according to an announcement by A. C. Gottschaldt, president of the former. Bruce Morgan, manager of the Fitzgerald Atlanta office, and Miss A. M. Gippert, his assistant, will continue to handle their accounts and join the Gottschaldt-Humphrey organization.

J. H. McKEE, head of the radio department of Cecil, Warwick & Cecil, Inc., New York, arrived in Hollywood during the holiday season for a month's stay in connection with new transcontinentals from Hollywood which will start some time in January. These include the Vick's program with Grace Moore and the Tangee broadcast with Jimmie Fidler.

DALE PERRILL, free lance writer and program builder, takes charge of radio at the Chicago office of Ruthrauff & Ryan, Inc.

E. H. BOWERS, former Chicago newspaper man, has been placed in charge of radio at the Chicago branch of N. W. Ayer & Son, Inc., succeeding Mason McGuire, who has been transferred to the agency's Philadelphia office.

ROY SPECTOR, head of the radio department of Sternfield-Godley, Inc., New York, announces that his agency has placed the following accounts: J. C. Curtis Clothing Co., WINS, New York; Palter & Fitzgerald, WAAT, Jersey City, and Henedy Beauty Salon, WAAT.

RUSSELL C. COMER ADVERTISING Co., Kansas City, announces the opening of a Chicago office at 540 N. Michigan Ave., R. A. Sorenson, vice president, formerly with C. Wendel Muench & Co., is in charge of the branch.

WAYNE MILLER, former announcer at KFI, Los Angeles, and radio editor of the *Los Angeles Examiner*, has become radio account executive with the Charles H. Mayne Co., agency in Los Angeles.

GENE BRAZEAU, formerly with NBC and Federal Broadcasting Corp., has become radio director for Edward A. Powers Associates, New York.

RAOUL MARLO has been named to direct radio accounts of Bermingham, Castleman & Pierce, Inc., New York.

HUMPHREY M. BOURNE, advertising manager of Hoffman Co., Newark, has resigned to join F. Wallis Armstrong Co., Philadelphia.

John J. Fanning

JOHN J. FANNING, director of radio for O'Malley Advertising & Selling Co., Boston, died in New York Dec. 14. He was a former announcer and program director at WNAC, which he left in 1928 to join the agency. During the war he was a lieutenant colonel in the Army Signal Corps, working on radio.

RADIO ADVERTISERS

OAKITE PRODUCTS, Inc., New York (cleaning materials) has named Calkins & Holden, New York agency, to handle its advertising, including radio. Trade paper advertising will continue to be handled by Richard & Co., Inc., New York.

NEWELL GUTRADT Co., San Francisco (soap) has named Leon Livingston Advertising Agency to handle its account. Agency has also been appointed to direct the Rosefield Packing Co., Oakland, advertising for Skippy Peanut Butter.

NORTH AMERICAN SECURITIES Co., San Francisco (general distributors for Comonwealth Investment Company) has appointed D'Evelyn & Wadsworth, Inc., San Francisco to handle its account. The agency is also handling the advertising for the Higgins Furniture Manufacturing Co., San Francisco.

UTILITY DEVELOPMENT Co., San Francisco (Gasair butan mixers) has appointed Gerth-Knollin Advertising Agency, San Francisco to handle its account. The agency also has been appointed to handle the Pacific Coast advertising for Ferry-Morse Seed Co., San Francisco.

B. T. BABBITT, Inc., New York (Bab-O Lye, Wet-Me-Wet), makes up lists during January, including radio. Henry W. Flexner is advertising manager. Account is handled by Peck Advertising Agency, Inc., New York.

CENTRAL SHOE Co., St. Louis (footwear) makes up lists during January and July, radio included. W. A. Menke is advertising manager. Account is handled by Jimm Daugherty, Inc., St. Louis. Annual appropriation, $160,000.

DELCO APPLIANCE Corp., Rochester, N. Y. (oil burners, Conditionairs) makes up lists during January, including radio. J. L. Sedwick is advertising manager. Account is handled by The Geyer Co., Dayton, O.

H. FENDRICH, Inc., Evansville, Ind. (cigars) makes up lists during January and June, including radio. F. C. Fischer is advertising manager. Account is handled by Ruthrauff & Ryan, Inc., Chicago.

GEBHARDT CHILI POWDER Co., San Antonio, Tex. (Eagle foods) makes up lists during January, radio included. George G. Geyer is advertising manager. Account is handled by Tracy-Locke-Dawson, Inc., Dallas.

GENERAL BAKING Co., New York (Bond bread) makes up lists in January and June, including radio. A. Waldron Stone is advertising manager. Account is placed by Batten, Barton, Durstine & Osborn, Inc., New York.

JOS. SCHLITZ BREWING Co., Milwaukee (Schlitz beer) makes up lists during January, including radio. Ray Weber is advertising manager. Account is handled by Batten, Barton, Durstine & Osborn, Inc., Chicago.

THE SCHWOB Co., Columbus, Ga. (clothing) makes up lists in January and July, including radio. Lester Phillips is advertising manager. Account is placed by James A. Greene & Co., Atlanta. Annual appropriation, $35,000.

UDGA, Inc., St. Paul (Ugda stomach tablets) makes up lists during January, including radio. Helen Cambria Bolstad is advertising manager. Account is handled by Guenther, Bradford & Co., Inc., Chicago. Annual appropriation, $250,000.

WILL & BAUMER CANDLE Co., Inc., Syracuse, N. Y. (church & fancy candles) has named Badger and Browning & Hersey, Inc., New York, to handle its advertising, including radio.

KELVINATOR SALES Corp., Inc., Detroit, planning an expanded advertising program for its air conditioning equipment, has appointed John S. Garceau, with the company seven years, to be advertising and sales promotion manager for this branch.

CENTAUR Co., New York, has placed advertising of its newly acquired Z. B. T. Baby Products with Thompson-Koch Co., Cincinnati.

EUCLID CANDY Co., Brooklyn (Love Nest Candy) has placed its advertising with Craven & Hendrick, New York.

LAVORIS CHEMICAL Co., Minneapolis, has transferred its account to Addison Lewis & Associates, Minneapolis.

MOOGRA, Inc., Binghamton, N. Y. (ointment), has placed its advertising, including radio, with Wylie B. Jones, Binghamton.

Pryor Urges Studies

STUDIES of the effects of certain types of radio programs on the child mind, rather than general attacks on juvenile programs, were urged by Arthur Pryor, Jr., radio director of Batten, Barton, Durstine & Osborn, Inc., New York, during the round-table discussion conducted by the Civic League of Massachusetts, in Boston, last month. Mr. Pryor deplored the general criticisms being heard, pointing out that advertisers and agencies would welcome specific data and recommendations. The organization, headed by Roger Fenn, of the Fenn School, Concord, Mass., passed resolutions favoring such studies.

WCOL, WNBR Join ABS

AMERICAN Broadcasting System acquired its 21st outlet Dec. 25 when WCOL, Columbus, O., joined the network. On Jan. 1 WNBR, Memphis, will also join ABS. Meanwhile, it was learned that negotiations are going forward for alignment of other stations in the South and Middlewest in furtherance of plans to establish a nationwide system. WCOL, formerly WSEN, operates on 1210 kc. with 100 watts. Edgar Wolf, of Columbus, is president of the Columbus Broadcasting Corp., operating the station. Announcement also has been made that A. T. & T. lines have been substituted for Western Union circuits, which formerly were used for Eastern outlets.

WHAT
DETROIT
STATION
received over eight thousand letters from three broadcasts of a purely local program?
WJBK
DETROIT

KJR
5,000 WATTS
CLEAR CHANNEL
N. B. C.
NETWORK
SEATTLE
WASHINGTON

A dependable station—one that dominates its market and consistently produces.

Since 1922 KJR has been a leader—an example for the others to follow.

Guaranteed time.

Highest power in Washington.

Fisher's Blend Stations, Inc., operating KOMO-KJR, Seattle, Washington.

For information consult
Edward Petry & Co., Inc.
New York Chicago
Detroit San Francisco

Again
BORDEN'S
goes
YANKEE
NETWORK

THE most sincere compliment to the success of any program is the renewal of the contract.

Bordens, through its agency, Young & Rubicam, has renewed its contract with the Yankee Network for a second year.

This twice weekly broadcast over three network stations provides interlocking primary coverage in three large, concentrated markets — Boston, Providence and the Bridgeport-New Haven area.

To reach the maximum audience in this territory, the Borden Company, like many other Yankee Network advertisers, uses one of the ready-made Yankee Network features —the Melody Sweethearts, New England's sweetest blended voices.

For greatest local effectiveness buy Yankee Network stations and a Yankee show. It is a sure sales building combination.

THE YANKEE NETWORK, Inc.
21 Brookline Avenue, Boston
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
New York—17 East 42nd St., Murray Hill 2-3850
Chicago—Wrigley Bldg., Superior 7742
Detroit—General Motors Bldg., Madison 1035
San Francisco—865 Mission St., Sutter 6400

YANKEE NETWORK
FROM WHICH NEW ENGLAND HEARS ITS RADIO

TRANSCRIPTIONS

TITAN PRODUCTION Co., Inc., San Francisco, production and transcription concern, has produced the following new programs and discs: "The Man on the Flying Trapeze," recording; for McCann-Erickson, Inc., "Standard Symphony"; 20 4-minute announcements for Bellevue Hotel, San Francisco. 2GB, Sydney, Australia, has purchased 200 transcriptions of all late releases. Now in production are: 48 quarter-hour programs per month to be released Jan. 1 as a transcription chain circuit, tests having been made by WSAI and WLW, Cincinnati; 24 one-minute announcements for Keeley Institute, thru Williamson-Thomas, Greensboro, N. C.; 4 five-minute programs for Gardnery Nursery; five-minute programs for Geppert Studios, Des Moines, thru Northwest Radio Advertising Co., Seattle; three 12½-minute programs for Shell Oil Co., thru J. Walter Thompson Co.

EDGAR RICE BURROUGHS, Inc., Reseda, Cal., producers of the "Tarzan" series, has opened offices at 1609 London Guarantee Bldg., Chicago. George Roesler, former commercial manager of KOIL, Omaha, Neb., has been named Eastern sales representative.

JAMES A. GUILFOYLE, associated with the radio division at the Los Angeles office of Erwin, Wasey & Co., Inc., has produced a series of 26 15-minute transcriptions under the caption "Sun, Land and Sage." Recordings were done at Electro-Vox studios, Los Angeles. Mr. Guilfoyle produced the series as a free lance and will do his own distributing to stations or agencies.

"WIN AT BRIDGE" is the title of a new transcription produced by WBS for a three-month campaign including 78 programs. Sponsors can obtain exclusive use of bridge hands which tie in with the series.

THE ANSWER to the demand for "something new" in radio program ideas is embodied in the new feature which has just been cut by MacGregor & Sollie in San Francisco, and now being released to its member station. The series titled "What Would You Do?" consists of one-act plays of a quarter hour duration. The leading character can make either of two decisions in ending the play. It is left for the audience to decide. The play is then finished exactly as the first phone caller suggests, the two possible ending being cut on the disc.

EARNSHAW RADIO productions, Los Angeles, claims its short story series was bought "sight unseen" by eight stations in early December and that 54 stations asked for samples. The eight stations were WRC, Washington; KOH, Reno, Nev.; KNX, Hollywood; KJBS, San Francisco; WHB, Kansas City; 2GB, Sydney, Australia; KFIO, Spokane and KQW, San Jose, Cal.

Cosmetic Series

DREZMA, Inc., New York (cosmetics) has enlarged its WBS transcription series following broadcasts which have been highly successful in opening new markets and expanding others. The series, titled "Lessons in Loveliness," presents beauty advice by Nell Vinick. The programs, lasting five minutes, are being continued over WBAL, Baltimore; WCKY, Cincinnati; WHK, Cleveland; WJSV, Washington; WMAL, Washington. The agency is Small, Kleppner & Seiffer, Inc., New York.

A. STEIN & Co., Chicago (Paris garters), expanding its advertising program, is using radio among other media in its 1935 campaign to "Dress Up America," according to Joseph M. Kraus, its advertising manager.

The 7:45 Morning Express
Gets The Listeners

Courtesy Pennsylvania R. R.

Dot Devlin, fireman, and Alan Trench, engineer——WCAE announcers—getting actual railroad experience.

To reach all of Greater Pittsburgh—when the family is together—place your messages aboard the 7:45, a program full of sparkling variety.

The Morning Express entertains Pittsburgh, Monday through Saturday, 7:45 to 8:30 A. M.; the time every five minutes, weather and temperature reports every 15 minutes and popular music throughout have made this program Pittsburgh's favorite.

No extra fare—regular rates prevail

WCAE
PITTSBURGH, PENNA.
1220 Kcs. 1000 Watts
BASIC RED NETWORK

STUDIO NOTES

CASE 23505, one of Chicago's sensational automobile accidents, was reenacted Sunday evening, Dec. 16, over WBBM, Chicago, with a cast that included the police officers, desk sergeants and patrol squad members who actually participated in the case. The broadcast dramatization opened in the police court, flashed back through the details of the accident itself, and ended with the verdict, delivered by Judge John Gutknecht of the Municipal Traffic Court just as he had actually rendered it in court. This program, which was introduced by Mayor Edward J. Kelly, was a high spot in the safety campaign that WBBM has been conducting five mornings a week since Oct. 20.

A NUMBER of additional dance orchestras are being booked by ABS, several cities in which the network has stations being represented. Charlie Davis and his orchestra started at the end of December from Broadway. Other bands in New York which have appeared recently on ABS are Buddy Wagner, Ted Brown, Mike Durso and Paul Martel. Will Ryshanek started from Pittsburgh Dec. 22, Johnny Slaughter from Washington at the end of the month. From Philadelphia Val Ernie now is playing and Sleepy Hall is coming from Baltimore.

"LIFE begins at 9:20," "Are You Behind the Eight Ball?" "Who Cares About Wave Lengths?" "We Are Glad We Said No," are the titles of four of the folders now being mailed out by WAAF, Chicago. One folder is mailed each week and the campaign will continue until 12 have been sent out. Each folder points out one reason why WAAF is a good advertising buy.

GLOBE Outfitting Co., Los Angeles store, on Jan. 7 starts a series of five-minute dramatizations thrice weekly immediately after the evening news broadcast, J. N. Landsfield, advertising director, having discovered that radio outpulled newspaper space three to one. Dake-Johanet Advertising Agency, Los Angeles, handles the account.

MR. INFORMATION at WJAY, Cleveland, has been extended from a half hour to 45 minutes, with Mendel Jones, chief announcer, in charge. Jones answers calls and dispenses information without charge during the program. The entire trunk line system is blocked while the program is on the air each day, as listeners phone in their queries.

TEN YEARS of Argentine history, as expressed through broadcasting, are reviewed in an elaborate illustrated brochure issued by LR4, Buenos Aires. Big news events of the decade are presented briefly, with pictures. Coverage data is shown in charts and photographs.

Elsie Janis, NBC Announcer

ELSIE JANIS, widely known comedienne and mimic, was initiated Dec. 19 in a special program as NBC's first woman announcer. Miss Janis had become known to millions through her stage and radio career as well as her singing to the A. E. F. during the World War.

Now as a regular member of the NBC announcer staff she is guiding a number of network programs. A special program at her induction into NBC included a welcome by NBC officials, an "audition," I. Q. test, and gentle hazing by NBC announcers. During the last few years Miss Janis has been guest star on many programs.

ABS CLAIMS a scoop for its ship-to-shore broadcast Dec. 19 from the *Europa* in mid-Atlantic when an eyewitness report of a sea rescue was broadcast by William Wells, New York writer and advertising executive, who described how 16 crew members of the wrecked *Sisto* were saved. Dick Bard arranged the feature.

"CKWX Promotes Sales" is the title of a promotion booklet just issued by this Vancouver station. It reviews "the case for radio advertising," tells of audience coverage and describes the station's merchandising service, with a rate card included.

A PROGRAM stressing comfort in the automobile as well as in the home is sponsored over WGAR, Cleveland, by a local garage to promote sale of its hot water heaters and radios for motor cars. The program includes organ, Hawaiian instrumental trio, short narration and girls' vocal trio, with emphasis on restfulness.

INAUGURATION of Gov. Herbert H. Lehman as governor of New York was to be heard over the ABS network Jan. 1 from noon to 1 p. m., keyed from WABY, the ABS outlet in Albany.

RADIO premier of "The Phantom," mystery series, was scheduled for Jan. 1, 8:45-9 p. m. over the ABS network. A newly developed sound effect is to introduce the phantom, who acts as narrator, and the novel noise is expected to exude chills and shudders.

A NEW PROGRAM designed along the lines of film cartoons is attracting younger listeners over KOIL, Omaha, Nebr. The feature is "The Animal Fair," which, contrary to usual procedure, tells entire nursery stories in one day with three programs. As the title would indicate, the parts are numerous. However, they are all taken by either Art Faust or Harriet Harris, who writes the script.

IN EXPLAINING why KWK, St. Louis, had asked listeners to indicate whether they wished to hear Father Coughlin's Sunday afternoon programs or a musical program in its place, Robert Convey, operator of the station, went on the air with a recital of the station's attitude. He said that a poll showed 21,486 in favor of Father Coughlin, 129 opposed, and announced that the program would be continued.

HERALDING the dedication of its new 5,000-watt transmitter and new directive antenna system, WPTF, Raleigh, has issued a handsome brochure for agencies and advertisers, stating the policies, scope and market covered by the station and new rate card.

WEAVER JACKSON beauty parlors, operating a chain in Los Angeles, have started contests among listeners to their thrice-weekly KHJ programs, with manicure checks as prizes. Milton Weinberg Advertising Co., Inc., Los Angeles agency, handles the account.

NAB Convention Plans

DEFINITE time and place for the 1935 NAB convention will be decided by the NAB executive committee, comprising President J. Truman Ward, WLAC; Treasurer Isaac D. Levy, WCAU, and Managing Director Philip G. Loucks, within the next month, according to a statement Dec. 27 by Mr. Loucks. The NAB board, at a meeting in New York last month, tentatively decided to hold the convention in Colorado during July or August, but left final decision to the executive committee, which plans a meeting by Jan. 15. The way is left open, however, for removal of the convention to some other Western or far-Western state.

680 Kc. **WPTF** 5,000 Watts

"The Dominant Station in Eastern N. C."

GOING PLACES!

WHY?

BETTER BROADCASTING

NBC Affiliate
Member NAB

WPTF RADIO CO.
RALEIGH, N. C.

KVI

Tacoma, Washington

announces the appointment of

FREE & SLEININGER, Inc.

as national advertising representatives

Get complete information on this pioneer CBS and Don Lee station in the Pacific Northwest

BROADCASTING ABROAD, Inc.

Specializes in radio advertising for exporters and advertising agencies engaged in selling merchandise in foreign countries:

Provides a complete service in the major markets of the world:

Builds all types of programs:

Builds them in this country under your personal supervision and subject to your approval before release:

Employs outstanding talent in all languages:

Writes continuities direct in all commercial languages instead of mere translations from English:

Clears Time for Spot Broadcasting Anywhere:

Serves as your Foreign Radio Department:

Invites enquiries for further information as to how it can be of service to exporters and advertising agencies.

BROADCASTING ABROAD, Inc.

119 West 57th Street
NEW YORK, N. Y.
Telephone—Circle 7-4161

IT'S A LONG, LONG WAY TO TIPPERARY (OR TEXAS!)

No sir, if you want to "cover" Tipperary and Texas and Timbuctoo, you need *THREE* stations! All *we* cover is the area immediately around Louisville . . . But don't make any mistakes the other way, either! There aren't any Tipperarian or Texan stations that can touch us in OUR bailiwick! That's probably why NBC national advertisers are using WAVE in such an enthusiastic way . . . Want the facts?

National Representatives:
FREE & SLEININGER, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Cigarette Advertiser Thanks Radio

(*Continued from page 9*)

petitive brands, it is perfectly obvious that our advertising had an uphill race to win. The fact that our sales record has been so uniquely impressive, therefore, speaks volumes for radio's selling power. The general growth of our network radio advertising also is highly significant when reviewing our advertising budget. With the possible exception of the very beginning of our radio campaign, this budget has always represented a relatively low percentage of our sales volume

When we decided to do the natural thing—put the breath of life into Johnny, the page boy trademark of Philip Morris cigarettes—we of course had an eye to the publicity, sampling, and all 'round merchandising possibilities which this long-established trademark would afford us in the new medium. Johnny's record in establishing the "Call for Philip Morris" slogan throughout the country has been amazing. As a "by-product," if I may call it that, his work in personal appearances and sampling has enhanced his direct contribution to Philip Morris' air advertising. Johnny's development on the air has created nationwide demands to meet the diminutive walking trademark.

In his street clothes Johnny is simply a little boy. When dressed in the uniform (and he is never out on business unless he is thus attired) he is a living trademark, a nationally famous radio figure. In other words, radio has made more famous an already famous slogan and uniform.

A year ago sales of Philip Morris cigarettes were almost negligible in comparison with the 15 cent leaders. Today, however, Philip Morris is the fifth largest selling brand and continues to show substantial gains each month over the preceding month. Since the first of January, 1933, this cigarette has shown a substantial increase ranging from 10 per cent to 25 per cent over the immediately preceding month. Some months have run as high as 60 per cent increase. By May, 1934, for instance, 1934 sales had exceeded those for all of 1933.

The fact that this increase was steady from month to month probably establishes some kind of record for it indicates an amazing and immediate reaction that is most unusual in the marketing of any cigarette. Comparatively speaking, getting dealers to stock a new brand is not difficult. Initial sales on a newly introduced cigarette might look rather high on the books, whereas consumer sales might be far from rosy. For a more accurate picture, the manufacturer would have to wait a period of months to see how his dealers reorder.

Thus it is particularly impressive when dealers' sales figures are enlarged immediately in the following months. This indicates that the dealers are selling their original stock and are reordering. In other words, the sales curve of even a successful cigarette usually shows a dip at the beginning. The significant part of the Philip Morris experience therefore is the fact that the sales curve steadily increased from the start. Checking at all strategic points has not indicated to us any signs of saturation or anything near it.

Secrets of Success

TO WHAT do I attribute Philip Morris' success? There are half a dozen or more definite reasons. Our product is basically sound. We launched the new price at a perfectly timed moment in cigarette history. And our advertising contains unusual naturalness, featuring, as it does now, the living, breathing, speaking trademark of Johnny, the page boy.

The sales organization has broad acquaintanceship in the tobacco industry. Each salesman brings a tremendous amount of good will to the sale of the new Philip Morris. Each is well versed in cigarette selling technique and throws every ounce of additional assistance behind the brand.

Could we have accomplished what we have, with or without radio, had our product not been of proven quality and possessing an established name? My answer is NO. Our radio campaign made an already-established quality product more quickly known to more smokers. No other advertising medium costing the same, in my opinion, could possibly have accomplished this for us in the short space of time we have been using network radio advertising.

The Power of Radio

I SUPPOSE that my reasons for Philip Morris' success, in the final analysis, can be boiled down to three basic ones: Our foreseeing the need of a 15 cent cigarette that gives the retailer a real profit and at the same time protects him at this price against the price cutter; establishing this protection by leading customers into retailers' shops to ask for Philip Morris cigarettes by name, and our use of radio to furnish this brand with a vibrant, living trademark.

Beyond the talking trademark angle which radio afforded us, I personally consider radio an advertising medium of major power. All I have to do is to recall other phenomenal successes than our own. Radio has enabled us to bring our printed message to life. Not for a minute, however, do I want to forget what our printed advertising has accomplished before we introduced Philip Morris to its comparatively new, audible advertising cousin.

Radio's power is comparable to color pages versus black-and-white. We prefer "color"—or every plus we can secure for the Philip Morris story. Radio has demonstrated its power to us by delivering every one of our messages to millions of listeners who will some day (if they already have not) become Philip Morris smokers. The final point I'm going to mention is vital to us because of our policy of moderate advertising appropriations: Radio has demonstrated an economy in cost unequalled by any other major advertising medium—and, we have used them all.

Philip Morris Technique

(*Continued from page 9*)

unusually high. The announcements were designed originally to be used in the breaks during the Dance Parade of WNEW, Newark, and since their extension to other stations as a result of New York success, they have been placed from two to six times nightly. Dancing time has been deliberately chosen by the sponsors for these anouncements, as it is felt that cigarette consumption is heaviest late at night in recreation spots throughout the nation. In New York only, these announcements are carried into the early hours of the morning.

Both Men and Women

THERE is no deliberate attempt to cater to either masculine or feminine smokers, since it is felt that the best way to achieve an all-around increase in sales is to have presentations with a wide appeal. The average audience is a family "caucus," so the broadcasts are addressed to the family.

A striking feature of the breadth of the program's appeal is attested by the fact that an unusually high percentage of fan letters are from men who like the program, and a similar percentage of requests for pictures of Leo Reisman and of Johnny are also from men.

YOU
CANNOT GET
ADEQUATE COVERAGE
in the
Nation's
13th Retail Market
WITHOUT
WKBF
Indiana's Only NBC Outlet

D. E. "Plug" Kendrick, Vice President and General Manager

RADIO STATION
REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

Protest Against Rate Changes In Code To Be Heard By NRA

Hearing Is Set for Jan. 11 on Objection by Kansas City Star; Six Others Also Protest

AN ELEVENTH-HOUR protest from the *Kansas City Star*, operating WDAF, against proposals for drastic revision of the broadcasting industry code approved by the Code Authority, has caused William P. Farnsworth, NRA deputy administrator, to schedule an informal hearing in Washington Jan. 11 at which the issue will be aired. The protest was primarily against the plan for combination newspaper and radio rates, but also included a similar protest against "run-of-schedule" rates.

In addition to the WDAF protest—the only one which demanded a hearing, NRA has received a half dozen other protests involving one or the other of the proposed amendments. WFAA, Dallas, operated by the *Dallas News*, registered its objection to the combination rate proposal, while KGIR, Butte; KROW, Oakland; WFAS, White Plains, N. Y.; WJAG, Norfolk, Neb., and WJJD, Chicago, opposed the banning of "run-of-schedule" rates. The hearing, however, will be confined to the WDAF protest.

Advance Meeting

IT WAS CONSIDERED likely that the Code Authority will schedule another meeting in Washington in advance of the hearing—probably about Jan. 10. James W. Baldwin, executive officer of the Code Authority, indicated the probability of such a meeting, to consider not only the protests against the proposed amendments, but other important matters relating to rate practices, which have developed since the last meeting in November, at which the proposed amendments were approved.

The WDAF protest was filed by Earl McCollum, vice president of the Kansas City Star Co. "The proposed amendments," his letter stated, "purport to grant to the Code Authority the right and power to prohibit, fix, prescribe and regulate discounts which a radio station may give when the National Industrial Recovery Act does not confer such authority upon the President or the Administrator selected by him the right, power or authority to prescribe, fix, regulate or prohibit such discounts."

The contention is made that the proposed amendments would be in the nature of price-fixing, and therefore contrary to the law. Moreover, it is held that the purpose of the combination rate discount, which is used by a number of the newspaper stations and ranges up to 25 per cent, is to induce newspaper advertisers to use radio in addition to their printed space. Mr. McCollum also held that the effort is to stimulate business and employment and therefore work along the lines of the basic objectives of the administration.

Other Industries

AS TO RUN-OF-SCHEDULE, Mr. McCollum asserted these discounts are in accordance with sound established business practices. "Practically all newspapers and magazines have a 'run-of-paper' rate that is lower than the rate for advertisements ordered to appear on certain specified pages or in certain positions with relation to reading matter. Telegraph companies charge more per word for a fast wire than for a 'night letter,' 'day letter' or other message on which they are allowed latitude as to time of sending. * * * The practice of charging a customer less when he is willing to waive elements of time, position and service is well nigh universal. To deny radio stations that privilege would be to run counter to sound economics, business usage and custom. It would diminish revenue, employment and pay roll and at the same time result in higher operating costs.

"Radio as a medium of entertainment cannot prosper under a program of petty restrictions. Radio must have free opportunity to add new artists, new orchestras and new soloists to the talent that is already on the air. On the business side radio must have the advantage of new advertisers and new revenue if it is to maintain and increase pay rolls and if its full value as a sales force is to be utilized in stimulating general business recovery and general reemployment. The effect of the amendments if adopted and if enforced would be curtailment of trade to the extent that merchandise could not be distributed at the most economical cost to the consuming public and therefore not in the greatest volume possible. It would restrain advertising and merchandising in this area and thereby reduce employment and pay rolls and retard recovery."

Some question has arisen on the Code Authority as to whether WDAF is eligible to protest the contemplated amendments, since the station is operating under the provisions of the newspaper code as a subsidiary of the newspaper, rather than under the radio code. This question may be raised at the NRA hearing.

The third broad rate question on which the Code Authority acted at its November meeting, proposing elimination of "special rates" for time, including those allowed for broadcasts of more than an hour, is still in the hands of the Code Authority and has not yet been submitted to NRA. A referendum vote of the industry was conducted by Mr. Baldwin, with the vote about three to one for the change. Disposition of this matter would be left to the Code Authority at the meeting planned within the next fortnight.

Chicago Eye Opener

THE EARLIEST Chicago commercial is "The Eye Opener," combining music, time and temperature reports with such eye-opening questions as "What nationality was St. Patrick?" It is broadcast each week day from 6 to 7 a. m. over WAAF and is sponsored by Household Finance Corp., Chicago, which incidentally distributed a quarter million folders announcing the program.

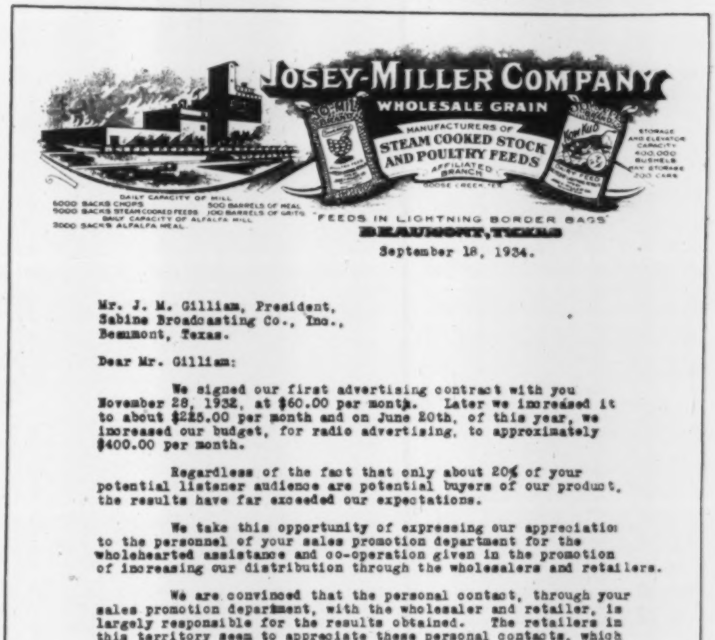
THE ORIGINAL microphone used by the late Alfred W. McCann, Sr., in his appearances on the McCann Pure Food Hour over WOR, Newark, was presented Dec. 24 to his son, Alfred W. McCann, Jr., by A. J. McCosker, president of WOR.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

WBNX
MARKS THE SPOT
BROADCASTING CENTER
An agency testing results for a shoe company on seven New York stations reported as follows:
Average cost per $9.00 sale on WBNX—55c
Average cost on each of other six stations—75c
Proving therefore that WBNX, with less wattage, provides greater results per dollar spent.
Results—Not Wattage—Make Sales
Send for Full Details Today
WBNX • New York

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Results In Southeast Texas And In Southwest Louisiana



JOSEY-MILLER COMPANY
WHOLESALE GRAIN
MANUFACTURERS OF STEAM COOKED STOCK AND POULTRY FEEDS
AFFILIATED BRANCH GOOSE CREEK, TEX.
DAILY CAPACITY OF MILL
6000 SACKS CHOPS
9000 SACKS STEAM COOKED FEEDS
500 BARRELS OF MEAL
100 BARRELS OF GRITS
DAILY CAPACITY OF ALFALFA MILL
3000 SACKS ALFALFA MEAL
STORAGE AND ELEVATOR CAPACITY 400,000 BUSHELS
DAY STORAGE 200 CARS
"FEEDS IN LIGHTNING BORDER BAGS"
BEAUMONT, TEXAS

September 18, 1934.

Mr. J. M. Gilliam, President,
Sabine Broadcasting Co., Inc.,
Beaumont, Texas.

Dear Mr. Gilliam:

We signed our first advertising contract with you November 28, 1932, at $60.00 per month. Later we increased it to about $225.00 per month and on June 20th, of this year, we increased our budget, for radio advertising, to approximately $400.00 per month.

Regardless of the fact that only about 20% of your potential listener audience are potential buyers of our product, the results have far exceeded our expectations.

We take this opportunity of expressing our appreciation to the personnel of your sales promotion department for the wholehearted assistance and co-operation given in the promotion of increasing our distribution through the wholesalers and retailers.

We are convinced that the personal contact, through your sales promotion department, with the wholesaler and retailer, is largely responsible for the results obtained. The retailers in this territory seem to appreciate these personal contacts, which makes them more conscious of the product advertised over your station.

Yours truly,

JOSEY-MILLER COMPANY, INC.

Treas. & Gen. Mgr.

WHC:D

The pulling power of a radio station is contingent upon aggressive management and vision, the same as in any other business.
KFDM
BEAUMONT, TEXAS
Representatives:
RADIO PUBLICITY, Inc., Chicago, Ill.
WALTER BIDDICK CO., Los Angeles

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
DEC. 14 TO DEC. 31, INCLUSIVE

Decisions . . .

DECEMBER 18

WFDF, Flint, Mich.—Granted CP install new equip.

WQAM, Miami, Fla.—Granted CP move aux. transmitter.

WRGA, Rome Ga.—Granted CP change equip., increase from 100 to 200 w D.

WTCN, Minneapolis—Granted CP change equip., increase from 1 to 5 kw D subject to compliance with air navigation rules.

WNAX, Yankton, S. D.—Granted CP change equip., increase from 2½ to 5 kw D, move station locally.

WMFF, Plattsburg, N. Y.—Granted modif. CP change equip., extend commencement to 12-28-34, completion to 60 days hereafter.

WOR, Newark—Granted modif. CP extending completion to 2-16-35.

KWTN, Watertown, S. D.—Granted modif. CP extending completion to 1-1-35.

KHJ, Los Angeles—Granted modif. CP increase from 2½ to 5 kw D.

KFRC, San Francisco—Granted modif. CP increase from 2 to 5½ kw D.

WABY, Albany, N. Y.—Granted license for move from Hudson Falls to Albany.

WHJB, Greensburg, Pa.—Granted license for new station 620 kc 250 w D.

WQAM, Miami, Fla.—Granted license covering local move 560 kc 1 kw unltd.

WBEO, Marquette, Mich.—Granted modif. license to change specified hours.

W2XR, Long Island City, N. Y.—Granted modif. to change name to John V. L. Hogan, d/b as Scientific Broadcasting Service.

SET FOR HEARING—WJBK, Detroit, CP move transmitter locally, change equip., change from 1500 to 680 kc, increase from 100 to 500 w (Jan. 23); KDYL, Salt Lake City, CP change equip., increase from 1 to 5 kw (Jan. 30); WEEI, Boston, CP change equip., increase from 1 to 5 kw (Jan. 30); NEW, David H. Cannon, Pasadena, Calif., CP new station 1480 kc 100 w D (Feb. 6); WHK, Seven Hills, O., modif. license to increase from 1 kw N 2½ kw D to 5 kw (Feb. 6); WTCN, Minneapolis, modif. license to change from 1250 to 680 kc, change from 1 kw to 500 w N 1 kw D, change hours from specified to unltd. (Jan. 23); WOPI, Bristol, Tenn., CP change equip., change from 1500 to 620 kc, increase from 100 to 250 w; NEW, Southern Minnesota Broadcasting Co., Rochester, Minn., CP new station 1310 kc 100 w unltd.; NEW, Dr. J. R. Burgess & George B. Bairey, d/b as WHM Broadcasting Co., Helena, Mont., CP new station 1420 kc 100 w unltd.; NEW, Alexandria Broadcasting Co., Inc., Alexandria, La., CP new station 1370 kc 100 w unltd.; NEW, Hauser Radio Co., B. R. Hauser & John McGinniss, Ventura, Cal., CP new station 1210 kc 100 w unltd.; NEW, Bellingham Publishing Co., Bellingham, Wash., CP new station 1420 kc 100 w unltd.; KTUL, Tulsa, Okla., modif. license increase from 250 w N 500 w D to 1 kw; WKBF, Indianapolis, modif. license to increase 500 w to 1 kw N; KID, Idaho Falls, Idaho, modif. license to increase from 250 w N 500 w D to 500 w N 1 kw D; WTAG, Worcester, Mass., exp. auth. operate 1 kw to 3-1-35; WCHS, Charleston, W. Va., exp. auth. increase from 500 w to 1 kw N; KSTP, St. Paul, modif. exp. auth. to operate 25 kw N.

ACTION ON EXAMINER'S REPORT—H. E. Studebaker, Lewiston, Idaho, granted applic. for CP to construct station 1420 kc 100 w, sustaining Examiner Hill.

MISCELLANEOUS—Utah Radio Educational Society, Salt Lake City, granted auth. take depositions re applic. for CP to be heard Jan. 30; WKEU, LaGrange, Ga., designated for hearing applic. to move to Griffin, Ga., to operate unltd. D because of protest by WRGA, grant heretofore made, subject to protest, suspended; WBNO, New Orleans, denied petition for reconsideration action of Dec. 3 designating renewal applic. for hearing; WSPO, Toledo, O., denied petition to intervene hearing on WALR Broadcasting Corp., for CP to move from Zanesville to Toledo; WTJS, Jackson, Tenn., dismissed with prejudice applic. for facilities of WNBR; W1XBS, Waterbury, Conn., granted license covering new station 1530 kc 1 kw unltd. (action taken Dec. 11).

SPECIAL AUTHORIZATIONS—KUJ, Walla Walla, Wash., granted extension spec. auth. operate unltd. 1-1-35 to 7-1-35; WJEJ, Hagerstown, Md., granted extension temp. auth. operate 50 w specified periods in January.

RATIFICATIONS—KGKB, Tyler, Tex., granted extension temp. auth. to operate specified hours in December; KFWB, Hollywood, granted extension test period 30 days; WLVA, Lynchburg, Va., granted extension test period 30 days; KTRH, Houston, Tex., granted extension temp. auth. to use 1290 kc 1 kw and 2½ kw LS for 60 days after 12-17-34 subject to action on pending application.

Applications . . .

DECEMBER 15

WSPA, Spartanburg, S. C.—Modif. CP as modified to extend commencement to 12-21-34, completion to 3-21-35.

NEW, Eugene DeBogory, tr. as Tem-Bel Broadcasting Co., Temple, Tex.—CP new station 1310 kc 100 w D, amended re equip., transmitter site.

NEW, James R. Doss, Jr., Decatur, Ala.—CP new station 1370 kc 100 w D.

NEW, Denton Broadcasting Co., Eugene DeBogory owner, Denton, Tex.—CP new station 1420 kc 100 w D, amended re equip., transmitter site.

KGEK, Sterling, Col.—License to cover CP change equip., move transmitter and studio.

KRKD, Los Angeles—Modif. license to increase from 500 w to 1 kw D.

KXA, Seattle—Involuntary assignment license from American Radio Telephone Co. to Ward Walker.

NEW, Norman F. Storm, Centralia, Wash.—CP new station 1500 kc 100 w unltd., amended to D only.

KNEI, Mobile, Ala.—Modif. CP extended commencement to 1-1-35, completion to 7-1-35.

APPLICATIONS RETURNED—NEW, Hartford Broadcasting Co., Inc., Hartford, Conn., CP new station 1200 kc 100 w unltd. (incomplete re equip.); WBAL, Baltimore, voluntary assignment license to American Radio News Corp. (superseded); NEW, Herbert A. Folsom, Augusta, Me., CP new station 1370 kc 100 w unltd. (no answer to correspondence); NEW, Brothers & England, Mansfield, O., CP new station 1370 kc 100 w unltd, amended to 1300 kc 250 w (request of applicant, superseded); WGBI, Scranton, Pa., CP move transmitter, amended to install new equip., increase from 250 w to 1 kw D & N; WPTF, Raleigh, N. C., extension exp. auth. use 1 kw to 8 p. m., period ending 8-1-35, and modif. exp. auth. (signature); NEW, G. L. Burns, Brady, Tex., CP new station 1500 kc 100 w unltd., amended to 1210 kc 100 w 250 w D, ltd. (hours); WDZ, Tuscola, Ill., modif. license to change from 1070 to 1020 kc on removal of KYW (repetition); NEW, Northern California Amusement Co., Inc., Yreka, Calif., CP new station 1500 kc 100 w unltd. (wrong form); NEW, Robert Vern Andrews, Seward, Alaska, CP new station 1000 kc 100 w ltd. amended to 900 kc (equip. and frequency).

DECEMBER 20

NEW, Paul Sullivan Andrews, Lewiston, Me.—CP new station 560 kc 250 w D.

NEW, WDRC, Inc., Hartford, Conn.—CP new station 1200 kc 100 w unltd.

WHDF, Calumet, Mich.—License for CP change equipment and move transmitter, modif. license to change specified hours.

NEW, Hazlewood, Inc., West Palm Beach, Fla.—CP new station 1420 kc 100 w unltd., amended from 1420 to 1200 kc.

NEW, Jesse H. Jay, Miami, Fla.—CP new station 1200 kc 100 w unltd.

NEW, Eugene DeBogory, d/b as Paris Broadcasting Co., Paris, Tex.—CP new station 1500 kc 100 w D, amended re equip.

KVOO, Tulsa, Okla.—Modif. license to change from simultaneous D, sharing N with WPAI, to unltd. (contingent on grant of WAPI applic. to change to 590 kc unltd.)

KOIL, Council Bluffs, Iowa—License for CP as modified to install new equip., increase power, move transmitter, amended re equip.

WJAG, Norfolk, Neb.—CP change equip.

WLBC, Muncie, Ind.—CP change equip., increase from 50 w N 100 D to 100 w N 250 w D, change hours from simultaneous D, sharing WTRC N, to unltd.

WREN, Lawrence, Kan.—CP new equip., increase from 1 kw to 1 kw, 5 kw D.

NEW, The Journal Co. (The Milwaukee Journal) Milwaukee, Wis.—CP new station 1010 kc 1 kw unltd.

KOIL, Council Bluffs, Iowa—Modif. CP as modified to change equip.

KLS, Oakland, Cal.—CP change equip., increase from 250 w to 250 w 500 w D, change hours to unltd.

NEW, Eagle Rock Broadcasting Co., Charles A. Butler, E. Kauffman, Eagle Rock, Cal.—CP new station 1160 kc 250 w D.

KFBB, Great Falls, Mont.—Exp. auth. change from 1280 kc to 610 kc to 4-1-35.

KECA, Los Angeles—Modif. CP as modified to extend completion to 3-15-35.

APPLICATIONS RETURNED—NEW, Cumberland Broadcasting Co., Portland, Me., CP new station 1210 kc 100 w unltd. (re equip.); NEW, Worcester Broadcasting Co., Inc., Worcester, Mass., CP new station 1200 kc 100 w unltd. (re equip.); KMBC, Kansas City, modif. license to use aux. transmitter regularly at night (request of applicant).

DECEMBER 22

WHIO, Dayton, O.—Modif. CP change equip., transmitter near Dayton.

NEW, Wilton E. Hall, Anderson, S. C.—CP new station 1200 kc 100 w unltd., amended re equip. and transmitter site.

KARK, Little Rock, Ark.—CP change equip., increase from 250 w N 500 w D to 500 w N 1 kw D, amended change location transmitter.

KADA, Ada, Okla.—CP new equip., change from 100 w to 100 w N 250 w D.

KXYZ, Houston, Tex.—CP change equip., increase from 500 w to 1 kw.

KRLD, Dallas, Tex.—Extension exp. auth. operate simul. with WTIC to 8-1-35.

WHBF, Rock Island, Ill.—License for CP increase power and change equip.

WCBD, Waukegan, Ill.—Modif. license from 1080 to 1020 kc, change hours from limited-sharing WMBI to limited D and such time after midnight as suitable to KYW.

WBAA, West Lafayette, Ind.—Modif. to add specified hours.

KFAB, Lincoln, Neb.—Extension spec. auth. operate synchronously with WBBM LS to midnight from 2-1-35 to 8-1-35.

NEW, J. L. Scroggin, St. Louis, Mo.—CP new station 1500 kc 100 w LS to midnight, specified hours, amended to 100 w unltd.

DECEMBER 27

WOL, Washington, D. C.—Modif. CP authorizing equip. changes and increase D power requesting extension completion date.

WMEX, Boston, Mass.—Modif. license to move studio from Chelsea to Boston.

NEW, Brothers & England, Lovain, O.—CP new station 1200 kc 100 w D.

NEW, Palm Beach Broadcasting Service, West Palm Beach, Fla.—CP new station 1370 kc 100 w unltd.

W9XBY, Kansas City—License for CP to erect experimental station.

NEW, Joplin Broadcasting Co., Pittsburgh, Kan.—CP new station 1200 kc 100 w D.

NEW, William Schield, Sydney R. Lewis and Harold Smithson, trustees of Golden Empire Broadcasting Co., Ltd., Chico, Cal.—CP new station 950 kc 250 w D.

KGIR, Butte, Mont.—Modif. CP for increase in D power requesting equip. changes and extension commencement and completion dates.

KOL, Seattle—CP change equip., increase from 2½ to 5 kw D.

KOL, Seattle—License for CP and transmitter move resubmitted.

KRKO, Everett, Wash.—Voluntary assignment license to Pioneer Broadcasters, Inc.

APPLICATIONS RETURNED—KRKO, Everett, Wash., CP change equip., move locally; WHK, Cleveland, modif. license to increase from 1 kw N 2½ kw D to 1 kw N 5 kw D (unnecessary); WREC, Memphis, CP change equip., increase power (unnecessary).

How Families Spend

TO FIND out just how much families spend, the U. S. Bureau of Labor Statistics is gathering data that may include 110 cities within the next two years, according to Isadore, Commissioner of Labor Statistics. Already work is underway in the East, with New York, Rochester, Pittsburgh, Scranton, Johnstown, Philadelphia, Columbus, O., Richmond, Memphis, New Orleans, Birmingham and Detroit included.

In New Hampshire a series of studies will show differences between distribution of family expenditures in big and little towns. Work has started in Seattle, first of the Pacific cities to be surveyed. In New York the study is being made in cooperation with the Russell Sage Foundation and in a number of other cities, local civic agencies are taking part.

Directly in charge of the surveys is Miss Faith M. Williams, Chief of the Bureau's Cost of Living Division. Data is to be obtained on expenditures of families with at least one employed earner. The figures will be broken down in detail to obtain a clear picture of expenditures for particular items as well as the share of the money which goes for each type of expense.

Expenses will be classified similar to the study of living costs of Federal employes in the District of Columbia. Main headings will be food, clothing, housing, household operation, furnishings and equipment, transportation, personal care, medical care, recreation, formal education, vocation, community welfare, gifts and contributions to persons outside the family, miscellaneous items, and savings (life insurance, retirement funds, other investments).

AN INTERESTING booklet issued by the Radio School of WGAR, Cleveland, only free school of its kind, gives instructions to those planning to have radio auditions. It is available for the use of other stations, with no rights reserved. To date WGAR has selected 200 prospective performers and executives from the 4,500 who have been auditioned.

RCA Consolidates Victor, Tube Units

CONSOLIDATION of the activities of the RCA Victor Co. and RCA Radiotron Co. into a single organization to be known as the RCA Manufacturing Co., effective Jan. 1, was announced Dec. 27 by David Sarnoff, president of RCA. The formation of the new company, it was stated, entails no change in any of the sales, advertising or management policies of either of the two former companies, nor any change whatever in the products or trademarks heretofore used. Executive personnel also is unchanged.

Separate statements were issued by Mr. Sarnoff and by E. T. Cunningham, president of the new company. Mr. Sarnoff is chairman of the board of the new organization. Present officers and management of the two subsidiary companies, Mr. Sarnoff said, will continue in their respective positions, and the factories located at Camden and Harrison, N. J., will continue present operations.

"The formation of the new company," Mr. Cunningham announced, "is the final step in the process of centralization which has been going on for more than a year in the interests of greater operating economy and efficiency. As in the past the RCA Victor Division and the RCA Radiotron Division will operate independently of each other as their different problems warrant. The separate sales organizations and advertising programs will be maintained.

The complete list of the board of directors and officers of the new company were announced as follows:

David Sarnoff, chairman of the board; E. T. Cunningham, president and director; G. K. Throckmorton, executive vice president and director; W. R. G. Baker, vice president in charge of the RCA Victor Division and director; J. C. Warner, vice president in charge of the RCA Radiotron Division and director. Other directors: General James G. Harbord, M. H. Aylesworth, Edward M. Harden, Dewitt Millhauser, Frederick Straus, James R. Sheffield, Cornelius N. Bliss and E. J. Nally.

Lawrence B. Morris, has been appointed vice president and general counsel of the new company; J. D. Cook, treasurer; P. G. McCollum, comptroller; F. H. Corregan, secretary; J. W. Burnison, vice president in charge of manufacturing for the RCA Victor Division; J. M. Smith, vice president in charge of manufacturing for the RCA Radiotron Division; Major J. T. Clement, vice president in charge of the Washington, D. C., office; F. S. Kane, assistant secretary; David Mackay, assistant secretary; C. B. Meyers, assistant secretary; E. F. Haines, assistant treasurer; and F. H. Troup, assistant treasurer and assistant secretary.

Facsimile Patents

PATENTS covering an "image broadcasting system," described as a new-type of inexpensive facsimile reception apparatus weighing only 14 pounds, and capable of reproducing half-tones as well as black and white, were awarded William G. H. Finch, assistant chief engineer of the FCC by the U. S. Patent Office in papers issued Dec. 25. The apparatus was described by Mr. Finch, who is FCC assistant chief for the Telegraph Division, as a novel method of visual broadcasting, and is mobile. Several months ago he was granted patents covering a mobile radio printer and in the new awards the facsimile apparatus is referred to as complimentary to the printer.

EQUIPMENT

BULLETINS giving television data and how to tune in were released in Los Angeles Dec. 15 by Harry Lubcke, television director for the Don Lee Broadcasting System. The transmitter, W6XAO, operates six nights a week. G. Wilber Read, graduate of California Institute of Technology, has been added to the group to assist Wilbur E. Thorp. Listeners who hear and see the programs, and send proof, are given passes to visit the laboratory.

WQAM, Miami, celebrated its 14th year on the air on Dec. 7 with inauguration of its new 235-foot vertical radiator. New transmission equipment is Western Electric high-fidelity. A master control desk gives the engineer on duty control of the entire plant without moving. Signal strength is greatly improved with addition of the new equipment.

WNBX, Springfield, Vt., went on the air in mid-December with a new 1,000-watt transmitter, using Class B modulation equipment developed by the Collins Radio Co., Cedar Rapids, Iowa. It is the second increase in power for WNBX in the last six months, a boost from 250 to 500 watts having been made in July.

WORK on the new transmitter that WCFL, Chicago, is building at Downers Grove, Ill., is going on as rapidly as weather conditions permit and the dedication date has been tentatively set for March 2.

WLW May Cut Power

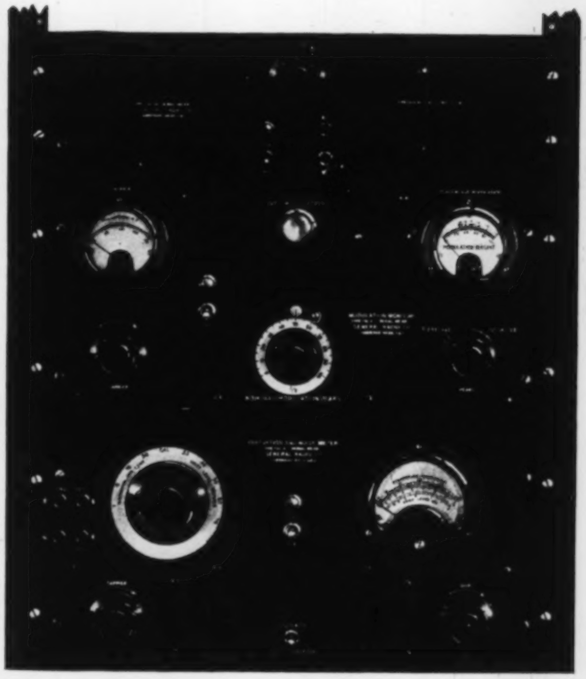
(*Continued from page 8*)

pointed out, would seriously reduce the station's Ohio coverage. Crosley Radio Corp., operating WLW, it was learned, is considering possibility of an appeal from the FCC ruling, particularly if it concludes that the directional antenna would prove ineffectual.

Text of the FCC order follows:

Upon consideration of the protest of the government of Canada, the Commission pursuant to the provisions of special temporary experimental authority to the Crosley Radio Corporation File No. B-28A2 directed the secretary to notify the Crosley Radio Corporation by letter that said special temporary experimental authority will be cancelled upon its termination in accordance with expressed provisions at 3 a. m. EST February 1, 1935. The secretary is further instructed to notify the Crosley Radio Corporation Station WLW, that any application for like additional special experimental authority to receive the consideration of the Commission shall contain the following specifications:

To operate with a power of 500 kw. daytime and 50 kw. nighttime or 500 kw. nighttime provided such a radiating system is employed so that the effective signal delivered in the area between Niagara Falls, N. Y., and Lockport, N. Y., and Lake Ontario does not exceed the effective signal delivered in that area when operating with 50 kw. To determine that the signal has been so restricted, measurements shall be taken within the area above, operating first with 50 kw. and conventional antenna and then with the directional antenna for alternate 15-minute periods and continuous field intensity recordings made. These measurements shall be made on two nights between 12 midnight and 4 a. m. and supplied to the Commission before February 1, 1935, for approval.



AND NOW—FIDELITY

THE livest issue in station operation this year is high fidelity. Peak performance is made easy with this new General Radio Monitoring Panel.

Modulation is continuously monitored, indicating carrier level and instantaneous peaks on meters and over modulation peaks on a flashing lamp.

Distortion and Noise are read directly on a meter (not continuously monitored) rendering these measurements so simple that there is no excuse for not operating at the highest level of fidelity and efficiency of which the station is capable.

TYPE 730 TRANSMISSION
MONITORING ASSEMBLY
PRICE $460
Described in Bulletin MB

GENERAL RADIO CO.
CAMBRIDGE - - MASSACHUSETTS

New Recording Firm

TRANSIGRAM Sound Corp. was organized in California in December with offices and studios in the Alexander Studios at 6048 Sunset Blvd., Hollywood. Directors include Gordon D'A. Soule and H. S. Soule, formerly with the Imperial Sound Studios; Gene Grant, until lately on the KFI sales force; George W. Burst and Clive Johnson. The incorporators asked authorization to capitalize with 500 shares of preferred stock at $25 par and 1,000 common, no par. Permission was given in Sacramento to issue 200 preferred and 400 common. The firm will engage in the business of transcription producing and manufacture personal recordings and air checks.

WHAT
DETROIT
STATION

has increased its audience by 16%* since its affiliation with the AMERICAN BROADCASTING SYSTEM on October 14th?

***Result of independent survey.**

WJBK
DETROIT

Prall to FCC as Congress Convenes

(*Continued from page* 14)

can, and former chief radio announcer of WJAG, Norfolk, Neb., has to do with the introduction of legislation to tax radio advertising. Indignant over his defeat, Mr. Howard is in Washington endeavoring to corral support for such a measure, and has predicted its passage. The tax, he has stated, would be in the nature of a license fee, and would be a percentage of station receipts which might be diverted for support of state, educational or municipal broadcasting enterprises.

In addition to Representative-elect Stefan, the House will boast a second "practical broadcaster." He is Representative-elect Frank E. Hook, of Ironwood, Mich., who is listed as president of WJMS of that city. Neither Mr. Stefan nor Mr. Hook had reported to the secretary of the House at the time BROADCASTING went to press.

Class Allocations

THE REAL RADIO activity is expected in connection with that portion of the FCC report, due Feb. 1, which will relate to allocation of broadcasting facilities to so-called non-profit groups.

After a prodigious lobbying effort on the part of the Paulist Fathers of New York, the educational group favoring class allocation of facilities, and certain labor factions, had failed at the last session, Congress inserted in the Communications Act a provision calling for an investigation of proposals that fixed percentages of facilities be so allocated. The Broadcast Division conducted hearings from Oct. 1 to Nov. 12, invading every phase of broadcasting activity, and the evidence was overwhelmingly in favor of retention of the present system.

The Paulist Fathers, headed by Father John B. Harney, superior of the Society of St. Paul the Apostle, operate WLWL, New York, a 5,000-watt station licensed for approximately 15 hours weekly on a clear channel. Repeated applications for increased time had failed before the former Radio Commission, and the legislative lobby was launched in the effort to acquire better facilities. While officials of the Society and the station, a commercial outlet, have been negotiating with the networks for a frequency shift which would give them full time with 5,000 watts, these conversations have not yet resulted in a tangible project.

Renewal of Lobby

AS A CONSEQUENCE, reports are current that this organization will renew its legislative lobby when Congress convenes, and aim it at the networks and at the FCC. There was the report also that it would attempt to block confirmation of certain members of the FCC. What was regarded as the opening gun in this new campaign was the brief filed by Father Harney with the FCC last month in connection with the "25 per cent" hearings. In it, the networks and the former Commission were flayed, and allegations were made of monopoly in the broadcasting field.

The negotiations involving WLWL have centered upon a frequency shift for WCCO, Minneapolis CBS station, from the clear channel of 810 kc. to 850 kc., the clear channel occupied by WWL, New Orleans, operated by Loyola University, another Catholic institution. WWL and WLWL, under that plan, then would operate simultaneously on this wave with 10,000 watts and 5,000 watts, respectively. The hitch, however, has been the question of shifting WNYC, New York municipal station now operating on 810 kc. daytime only, or of closing the station altogether, together with the procurement of consent to the frequency exchange from other stations on adjacent channels which might be affected by interference due to lack of accepted frequency separation between the channels.

WAR OR PEACE?

Whatever comes in Europe or Asia
TRANSRADIO PRESS
Will be First on the Air with the News—
ACCURATE AND IMPARTIAL!

* * *

Effective January 1, 1935
WYTHE WILLIAMS
Famous American War correspondent and writer for the New York Times, Philadelphia Public Ledger, Collier's and the Saturday Evening Post, becomes
CHIEF EUROPEAN CORRESPONDENT
of
TRANSRADIO PRESS
and
RADIO NEWS ASSOCIATION
With his headquarters at Paris and Geneva

* * *

You can keep your listeners fully and accurately informed of world events with Transradio News flashes, available around the clock by leased printer circuits, telegraph or short wave telegraphy.

WIRE OR WRITE FOR RATES

TRANSRADIO PRESS SERVICE, INC.
"Only What is Airworthy and Authentic"
342 Madison Ave. New York City

NEW RATES FOR
NEW YORK

American Broadcasting System's Key Station—WMCA, New York—announces new rate card effective January 1, 1935. Send for copy today. See how cheaply you can "crash" America's richest market with this hard-hitting station!

Judge Sykes Tells Of Studies by FCC

Stresses Non-political Aspects Of Commission Activities

WITH THREE separate divisions, each operating independently, the FCC is functioning these days as a tri-partite body, with each division having its "hands full," Chairman E. O. Sykes, of the FCC, declared Dec. 28 in an interview over a nationwide NBC-WEAF network. He was interviewed by Martin Codel, publisher of BROADCASTING, in the last of a series of seven broadcasts during which each of the FCC members appeared before the microphone to tell of the activities of the FCC.

Defining the scope of the FCC's work and the reasons which prompted the administration in bringing about its creation, Judge Sykes declared in response to Mr. Codel's questioning, that the creation of this new agency "was not dictated by any political considerations." He asserted that it was "a natural sequel to the growth and expansion of communications services that the government should regulate them in the interests of the public whom both the FCC and the companies serve."

Commission Studies

JUDGE SYKES enumerated the current investigations being conducted by the three separate divisions. Apropos of the Broadcast Division, he said:

"The Broadcast Division, as you know, is expected to report to Congress by Feb. 1 on the proposal that a fixed percentage of the broadcasting facilities be allocated to particular types of non-profit activities. In addition to its routine work, the Broadcast Division has also begun a survey of the wave lengths, with particular attention to clear channels, to determine whether our present system of allocations is the most efficient in the light of recent advances in radio engineering."

Paying high tribute to the work of the FCC staff, Judge Sykes said the "teamwork being displayed" could be justly attributed to the leadership of the six other members of the FCC, whom he described as "public servants of the very highest calibre." The feeling of the entire organization, he asserted, is that "we will contribute something real and lasting to the American radio listener and the American user of the telephone and telegraph services."

Judge Sykes also commended the value of the series of radio interviews with members of the FCC. "I would like to say," he declared, "that the clear expositions of their plans and purposes which my colleagues of the Commission have given in these broadcasts have served to answer many of the questions often put to us about what the administration really had in mind in establishing the Communications Commission."

A NEW local station in Lewiston, Idaho, to operate on 1420 kc. with 100 watts, was authorized by the Broadcast Division of the FCC Dec. 18 upon application of H. E. Studebaker, of that city. The decision sustained the recommendation of Examiner Hill.

Court Upholds Rights to News

(*Continued from page* 11)

papers. Such news, it was claimed, ceases to be fresh and interesting after it has become generally known. For that reason, it was contended that the station has become the competitor of the AP and its newspaper members in the obtaining and distribution of news.

"Such competition," the opinion states in reviewing the contentions of the AP, "necessarily involves rivalry and business competition in being the first to obtain and distribute such news for the purpose of popularizing and making more attractive the respective advertising mediums of the defendant's radio station and complainant and its newspaper members."

The court recited that the AP bill also charged that KVOS had no organization of its own to gather news, except for some local items, but on the contrary regularly and continuously "follows the practice of 'pirating' the news, intelligence and information gathered at great expense by complainant and its members." This was held to be unfair competition by the complainant, on the ground that the station is able to "spread and disseminate, throughout the territory served by its station, in advance of dissemination by complainant's members, the same identical news which is paid for and obtained by the members from complainant." Continuance of this "pirating" of news, it was alleged, would cause the AP and its members to suffer "irreparable injury and damage."

Temporary Order

ON NOV. 13 the court had granted the temporary restraining order, instructing the station not to "pirate, appropriate, use or disseminate" any of the news gathered by the AP or its members during a period of not less than 24 hours after publication. KVOS then filed a motion to dismiss the bill in equity, citing numerous grounds. On the allegation of pilfering news, the opinion brought out that L. H. Darwin, in behalf of KVOS, categorically denied these allegations and set forth many news sources other than AP. Rogan Jones, manager of the station, in an affidavit, stated that the general news reports broadcast were obtained from the Radio News Association of New York (associated with Trans-Radio Press Service, Inc.) by short wave.

On this score the court stated that the statements in the AP affidavits that KVOS has in many specific instances broadcast general and local news items claimed to belong to the news service, "are clear and convincing, and, when considered in connection with the less specific statements in defendant's affidavits as to defendant's sources of general and local news information, compel the conclusion, and the court so finds, that defendant has in its radio news broadcasts taken and 'pirated' local and general news dispatches in some specific instances as charged by complainant, but not until after such news items were published and distributed to the public in the regular public editions of the newspapers of complainant's members."

Judge Bowen brought out that the AP did not assert any rights under a statute or the copyyright laws, and that the bill charged unfair competition and violation of its property rights in the news. In the argument, however, the court stated, AP counsel stressed its claim of unfair competition rather than its asserted property rights in the news reports. "Complainant," continues the opinion, "claims it has such property right in the news reports for at least 24 hours after first publication thereof in one of the newspapers of complainant's members, but that defendant has customarily broadcast the reports many hours before the expiration of such 24-hour period."

Property Rights

IN THIS connection, the court recited that the AP contention that this property right was upheld in the AP suit in South Dakota against KSOO, and that the South Dakota case, in turn, was upheld in the suit of the International News Service vs. the AP, tried in the Supreme Court and in which the 24-hour stipulation was laid down. Judge Bowen declared, however, that a "careful review" of the International News Service case "fails to disclose a statement by the Supreme Court to the effect that complainant in that case acquired or had an absolute property right as such in news gathered by it and supplied to its member newspapers for any time after distribution to the public, or indeed for any time whatever, either before or after such publication."

He added that there seemed to be no room for question that the true construction of the rule of the majority in that case "is confined to the actual holding on the particular facts there involved and that the case turns on the point that the pirating news agency was guilty of unfair competition. * * *"

Difference in Facts

ON THE question of unfair competition, Judge Bowen held that the INS case was not controlling in the case at bar, "because the rule of that case is confined to the peculiar facts there involved and they are unlike the facts here. In that case a majority of the court held there was unfair competition between plaintiff and defendant, both of whom were news agencies engaged for profit in gathering and distributing news reports to their respect contract members. In the case at bar, the defendant is not in any way pirating the news reports furnished by the complainant for the purpose of selling them or distributing them for profit to radio news broadcasters or other news publishers.

"The fact that insofar as disseminating news is concerned the defendant radio station may be performing a service similar to that of member newspapers of the complainant, does not necessarily of itself constitute the defendant a competitor even of a member newspaper of the complainant, because the member newspaper disseminates news for profit through sale of newspapers, while the defendant radio station receives no compensation for disseminating news to the public but does so free of charge therefor. * * *

Advertising Angles

"A NEWSPAPER publisher gets paid not only for the advertising space in his newspaper purchased by advertisers, but also for each particular copy of his newspaper distributed to the public. The defendant radio station is not, therefore, directly in competition with complainant's member newspapers in respect to the business of disseminating news for profit. The mere fact that the defendant radio station competes for business profit with complainant's member newspapers in the advertising field does not make of the defendant and such newspaper competitors for business profits in the dissemination of news."

PROPERLY ALLOCATED INTERVIEWS MEAN GREATER ACCURACY FOR THE SOBY YARDSTICK *of* AUDIENCE VALUE

For the past three years we have directed our efforts toward ever-increasing accuracy in our audience analysis method. We were not convinced of the accuracy of "random" calls. Consequently, we made a number of test audience surveys, taking "allocated" calls versus "random" calls. The results convinced us that the proper allocation of telephone calls according to "radio home" population is essential to greater accuracy in the final results.

Write for more information and prices on "station" or "spot" audience surveys.

●

BENJAMIN SOBY AND ASSOCIATES
1023 WALLACE AVENUE
Wilkinsburg, Pittsburgh, Pa.

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership 3rd
Automobile Ownership . 5th
Radio Ownership. 2nd
Industrial Payrolls 6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

Take it EASY

Ride in Air-Conditioned Comfort on

THE GEORGE WASHINGTON
THE SPORTSMAN THE F. F. V.

The Finest Fleet of Air-Conditioned Trains in the World

You can take a deep breath and relax in the cool spring-like temperature of Chesapeake and Ohio's air-conditioned trains. Your clothes stay fresh and clean. Your surroundings are cheerful. Appetizingly cooked meals are served at painless prices. All this adds up to make a trip remarkable for elegance and comfort. Try it! There is no extra fare.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it

Detroit
Toledo
Cleveland
Columbus
Chicago
Indianapolis
St Louis
Cincinnati
Louisville
Lexington
Ashland
Huntington
Charleston
White Sulphur Springs
Virginia Hot Springs
Charlottesville
Washington
Baltimore
Philadelphia
New York
Richmond
Newport News
Norfolk

CHESAPEAKE AND OHIO

John F. Ness

JOHN F. NESS, 41, promotion manager of KNX, Hollywood, died in the Wilshire Hospital, Los Angeles, Dec. 11. Though Mr. Ness suffered serious illness two or three years ago, necessitating a ten-month rest, he had been in good health until a few days before his death. He is survived by his widow, his mother, two brothers and a sister. Mr. Ness was born in Chicago and spent many years in newspaper promotional work in Nevada, Honolulu and Los Angeles. He entered radio several years ago as promotion manager for the *Los Angeles Times* and ex officio head of its radio activities. A year ago he became more actively interested in radio as manager of KMTR, Hollywood. Later he went to KYA, San Francisco, in promotional work, followed by similar duties for the Hearst interests in the bay district.

PROF. GIAN CARLO VALLAURI has been appointed president of the E. I. A. R., the Italian broadcasting organization, succeeding the late Enrico Marchesi.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations.
Complete Engineering Surveys
National Press Building,
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

FREQUENCY MONITORING SERVICE
Reference frequencies derived from the National Standard of Frequency of the National Bureau of Standards by continuous leased wire service.
For 24-hour Service
Phone GREENWOOD 2134
Washington Institute of Technology
Washington, D. C.

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

Huey's Radio Project

LOUISIANA State University will have one of the country's most powerful stations within two years, Senator Huey P. Long announced in New Orleans Dec. 28. Admitting that he wasn't certain yet about the funds to build the station, he nevertheless predicted that it would be a "50,000-watter," that "everybody will want to listen to." The state legislature passed a bill late in November authorizing the university to buy or lease a station or arrange for a chain of stations.

WEBC's AIR SCHOOL
Shows Education Can Be Made An Entertaining Feature

THAT EDUCATIONAL programs can have a high entertainment value on the air is being proved daily, according to WEBC, Duluth and Superior, Wis. Last summer, at the beginning of the summer session of the Superior State Teacher's College, WEBC, as an experiment, wired one of the classrooms for broadcasting, and gave the College 45 minutes daily.

At that time the program was viewed rather skeptically by station officials, but before half of the course was over it became obvious that the feature was attracting an astonishing audience. The subject of the lectures at that time was Historical Biography.

The element of radio showmanship, of course, had its place in the success of the experiment. The fact that the origin of the program was a classroom right on the campus, and that the actual atmosphere of a classroom was present, added greatly. Facilities for broadcasting not only the lecture of the professor, but also the discussions by the students made it more interesting.

So good was the response that the latter part of September, 1934, saw a resumption of this feature which is still being carried and is attracting new listeners each day—among educated and uneducated people. To date the courses have been, historical biography, Napoleon and the French Revolution period, Makers of American Literature and Geology of the Head of the Lakes Region.

FTC Praises Radio

(*Continued from page* 14)

basis. The first call brought a 100 per cent return from stations and networks and almost a perfect return from transcription companies.

In that portion of its report devoted to the radio survey, as an expansion of its newspaper and magazine campaign, the Commission stated:

> The Commission, on May 16, 1934, requested all networks, transcription companies, and individual broadcasting stations to file with it duplicate copies of their advertising continuities. To this request all of the 10 networks, all of the 596 broadcasting stations, and practically all of the transcription companies which make commercial continuities have responded. This cooperation has been most gratifying. The Commission has already received approximately 180,000 continuities, of which it has made preliminary detailed examination of almost 150,000.
>
> Of the latter number, more than 125,000 were found unobjectionable and filed without further action, while about 21,000 were distributed among members of the special board of investigation for further checking. There remained approximately 33,000 continuities to be examined. In all cases where false and misleading advertising is found, the Commission is applying substantially the same procedure as is followed in cases of false and misleading advertising in newspapers and periodicals.
>
> This scrutiny of radio advertising is being conducted with a minimum of expense to the Government as well as to the industry because of the cooperation of members of the industry and the system of procedure developed.
>
> In its examination of the radio continuities, as well as of newspaper and periodical advertising, the Commission's sole purpose is to curb unlawful abuses of the freedom of expression guaranteed by the Constitution. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair to competitors in interstate commerce.
>
> Some idea of the potentialities for false and misleading advertising may be gained from the fact that more than 600 radio broadcasting stations have been established during recent years, while more than 20,000 periodicals, printing and circulating every year more than 16 billion copies, are published in the United States.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

Coast Radio Study

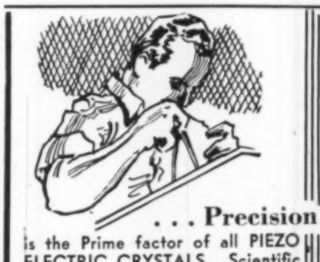
PURSUANT to plans evolved by the Engineering Department of the FCC for a technical survey of the broadcast structure with particular reference to clear channels and the desirability of their continuance, KNX, KFI, KFWB and KHJ, all Los Angeles, met Dec. 18 and approved plans for installation of technical checking apparatus near Los Angeles. The cost will be prorated among the stations. In addition, KNX will conduct an independent survey, and has retained W. E. Plummer, engineer associated with Glenn D. Gillett, consulting engineer of Washington and New Jersey.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Wanted to Buy

50-watt transmitter, complete with speech input equipment; a 250-watt transmitter complete with speech input equipment. Must be in first class condition and the price reasonable. Write Box 255, BROADCASTING Magazine.



. . . Precision
is the Prime factor of all PIEZO ELECTRIC CRYSTALS. Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% before they leave our laboratories in order to meet our own specifications.

Now Available!!
LOW TEMPERATURE CO-EFFICIENT CRYSTALS
These LOW TEMPERATURE CO-EFFICIENT CRYSTALS are supplied in Isolantite Air-gap Holders in the 550-1500 Kc. band at only
$65.00 each
Complete
Prompt Delivery Assured
We maintain a Monitor Service

Scientific RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet
Dept. B-1-5.

"I know what I want..
but what brands shall I ask for?"

REACH HER AND TELL HER WITH DAYTIME RADIO HOURS

Daytime hours are perfect hours to reach and sell the thousands of women who plan, manage and shop for the home and family. What brands to buy, what foods to serve, and a hundred and one other housekeeping problems are all part of their day's work. And women have come to depend upon the daytime messages of radio advertisers for guidance and assistance.

In New England successful daytime advertisers are using WBZ and WBZA. For WBZ and WBZA have the *power* to cover four-fifths of the entire market, and the *popularity* to influence this tremendous daytime audience.

Use Daytime Hours to sell New England women, *at half the cost of evening time.* Use WBZ and WBZA to reach New England women, *at less than half the cost of using a complete network.*

WBZ and WBZA

50,000 WATTS	**1,000 WATTS**
BOSTON	**SPRINGFIELD**

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK	WASHINGTON	CHICAGO	SAN FRANCISCO
WEAF & WJZ	WRC & WMAL	WMAQ & WENR	KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR